



## EXPERIENCED MARKETING & CREATIVE CONSULTANT / LEADERSHIP SUPPORT

# ALEX RAWLINGS

## ORGANISED, PROACTIVE, CREATIVE AND COMMERCIALLY MINDED

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I am a Senior marketing professional with 20+ years' experience across agency, client-side and freelance consultancy roles. Since 2018, I have worked as a trusted freelance marketing and creative consultant to SMEs, often on long-term or retained contracts, acting as an embedded team member rather than external support.

I specialise in helping small and growing businesses clarify their proposition, connect meaningfully with customers and deliver structured, creative marketing activity that drives measurable results.

I am now exploring opportunities for a permanent, part-time role where I can bring senior-level thinking, hands-on delivery and long-term value within a collaborative environment to a business looking to expand their skillset and seeking to inject new energy into their initiatives.

### Current Position

Freelance Marketing, Creative & SME Development Consultant  
2018 – Present

Providing senior-level marketing support to micro and small businesses that require strategic input and practical delivery without the need for a full-time hire. Many engagements extended well beyond initial scope, evolving into long-term partnerships. Typical responsibilities included:

- Acting as an embedded marketing lead for SMEs, often working as an off-site team member
- Developing marketing strategies aligned to commercial goals and brand ambition
- Planning and delivering email campaigns, events, content and lead-generation initiatives
- Running structured creative workshops to unlock brand clarity and customer insight
- Supporting and mentoring junior team members to strengthen in-house capability
- Representing businesses at industry events, exhibitions and conferences
- Managing agencies, suppliers and freelance specialists as required
- Selected achievements:
  - Delivered an industry review presentation to senior leaders at a global conference
  - Travelled internationally with clients to engage customers and identify growth opportunities
  - Created award submissions shortlisted against major industry competitors
  - Designed and implemented an email initiative that significantly increased inbound leads for an established business
  - Planned and hosted multiple events and exhibitions, generating strong feedback and new business opportunities
  - This experience has strengthened my ability to quickly understand new businesses, balance strategic thinking with hands-on delivery, and add value in part-time or flexible working arrangements.



You can see all of my roles both employed and taken on behalf of my clients in house on my LinkedIn page

[www.linkedin.com/in/alex-rawlings-amberadmin/details/experience/](https://www.linkedin.com/in/alex-rawlings-amberadmin/details/experience/)

You can also see statements from a number of individuals from these businesses reflecting on my performance and character.

[www.linkedin.com/in/alex-rawlings-amberadmin/details/recommendations](https://www.linkedin.com/in/alex-rawlings-amberadmin/details/recommendations)

## KEY SKILLS

- SME & growth-stage marketing strategy
- Leadership and sales team support
- Brand positioning & proposition development
- Campaign planning & delivery (online & offline)
- Email, CRM & customer engagement programmes
- Event & experiential marketing
- Stakeholder & senior leadership engagement
- Team mentoring & development
- Agency and supplier management
- Budget planning & ROI-focused delivery

## Earlier Career

### **Head of Marketing (Part-Time)**

Workflow Software Development Company

Worked closely with leadership and sales to position a highly technical, niche solution within a defined market. Led a small agile team, mentored junior staff and delivered effective visibility and lead generation in a part-time capacity.

### **Marketing Manager – Specialist Property Division (Part-Time)**

Towergate Insurance | 2014 – 2018

Sole on-site marketing lead responsible for planning, delivery and optimisation of all marketing activity within the division.

### **Marketing Manager – E-Delivery Team**

Towergate Insurance | 2012 – 2014

Acted as internal agency lead supporting 16 business units across PPC, SEO, web, content and social media. Managed project intake, prioritisation, delivery and reporting while advising stakeholders on best practice and budget use.

Previous Agency Roles – Account Manager / Studio Manager – Promotionline / Account Manager – Jacob Bailey / Whitespace / Account Manager – Markettiers4DC / (Details available on request)

## **Thank you for your consideration.**

if you would like any further detail or to request direct contact in order to secure and professional or character statement, please let me know, I love a chat. You can also see more detail about my activity supporting businesses over the last few years on my website [www.amberadmin.com](http://www.amberadmin.com).

**Alex Rawlings**