

# Christian Howe

B2B and B2C marketer with a history of delivering superior product propositions and implementing effective marketing strategies leading to increased revenue, brand awareness and customer buy-in. Passionate about communication, project management and an influencing decision maker.

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## Work Experience

2012 - Present

Bournemouth, UK

### Marketing Manager

Curtiss-Wright

Generation and delivery of the communication strategy, marketing plans, lead nurturing, marketing automation, publication initiatives, brand awareness and competitor analysis.

Drive lead generation, customer retention and sales growth within new and existing markets across the globe. Support the sales teams in Asia, Europe and America with wide ranging events, exhibitions and collateral.

2007 - 2012

Christchurch, UK

### Digital Marketing Manager

PG Drives Technology

Development of the go-to-market strategy in support of company goals and product launches. Broaden the company's online presence to create a wider, global, feel and generate ecommerce revenue.

Develop the marketing strategy to support regional sales teams and lead growth requirements.

2002 - 2007

Christchurch, UK

### Publications Manager

PG Drives Technology

Broaden the range of publications and advertisements ensuring consistent brand and design. Develop brand guidelines for customer-facing material and enhance the company's online offering. Support sales and event team with literature and branded goods.

2000 - 2002

Ferndown, UK

### Head of Publications

Marden Edwards

Development of an internal team to further strengthen the companies' value proposition. Identify cost savings for advertising and exhibitions, begin centralisation of marketing collateral.

1999 - 2000

Southampton, UK

### Digital Print Executive

Stewart Signs

Lead a digital team specialising in the production and sale of digital image print product. Influence design and specification to suit client requirements and liaise with stakeholders

## Skills

- Market analysis & segmentation
- Strategy & campaign development
- Brand definition & management
- Internal & external communication planning
- Delivery of go-to-market initiatives
- Project & campaign management
- Stakeholder management
- Mixed channel marketing
- Team development

## Education

2016

### Professional Diploma Digital Marketing Strategy & Planning

Digital Marketing Institute

1995

### OND - Illustration

Falmouth University

## Interests

Problem Solving | Marketing | Technology | Property Development | Building | Reading | Travel | Sailing | Games | Sport | Coaching Rugby

I was a licensed RFU coach, coaching mini's rugby for just over 4 years at our local club, and undertook the position of Chair for the Mini's Academy. Assisting the club develop its local brand identity; build the membership and a sustainable platform from which to grow the Youth and Senior sections.

Witnessing the children's development, both individually and as a team, via a sport they were passionate about, drove me forward and gave me great satisfaction.