

# Bethany Mayes

## Senior Marketing Manager

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Strategic B2B marketer with 7+ years driving brand transformation, digital growth, and partner/channel marketing across global markets. An early adopter of emerging technology, working alongside AI practitioners on how generative AI is reshaping branding and marketing, I now operate as a 10X marketer, embedding state-of-the-art agentic systems into my daily workflow. I lead cross-functional programs end to end, adapt global strategy to local nuance, and pair creative storytelling with technology to elevate brand positioning, accelerate engagement, and drive measurable business impact.

### SKILLS:

Brand Strategy, Identity & Positioning | Demand Generation | Integrated Campaign Management | Digital Marketing | Marketing Analytics | AI-driven Marketing | CX/UX | Global Campaigns | Stakeholder Management | Partner & Channel Marketing | Event & Field Marketing | Regional Strategy & Localisation

### QUALIFICATIONS:

**MCIM Member**, Chartered Institute of Marketing (CIM) | **AI in Marketing Certification**, CIM | **Planning & Optimising Marketing Campaigns**, CIM | **GA4 Certification**, Google Digital Academy | **Master Content-Led Growth Certification**, SEMrush | **SETsquared IKEEP Programme Award**, UoB

### TOOLS & TECHNOLOGY:

**Video Content Generation:** Veo 3 | Runway | Luma  
**Image Generation:** Nano Banana | MidJourney | Adobe Firefly  
**Automation & Workflow:** Claude Cowork | OpenClaw/Hermes  
**Creative::** Canva Business + built-in AI features (canva code)  
**Video Editing:** Veed  
**Toolings:** Claude Code  
**Analysis & Research:** ChatGPT | Gemini | Claude  
**Email :** MailingManager  
**Social Media:** Loomly | Meta Ads | LinkedIn Marketing  
**Marketing Analytics:** GA4  
**Web:** WordPress  
**Event Marketing:** ExhibitDay

### EXPERIENCE

#### HWM Global, London | Jan 2024 - Present | Senior Brand & Marketing Manager

**AI-driven Creative:** Pioneered Gen AI into the creative workflows, e.g. image generation tools to rapidly explore visual direction and hero brand-asset concepting. and generative fill/expand to place products within on-brand settings and reformat visuals per market - reducing photography costs across regions, while keeping human craft on high-resonance assets.

**AI Integrated Content:** Built a reusable brand-voice system, creating custom agents and a structured prompt library to generate and repurpose on-brand, first-draft copy across social, web, video-script, case-studies, and events, accelerating content turnaround by 40%. Scaled regional content by generating first-pass localised copy and producing multilingual collateral and promo videos with AI video and voiceover tools.

**Web (acquisition + retention):** Led a full website rebuild and rebrand (brand identity, site architecture, imagery, product & market-specific landing pages, SEO, GEO), positioning the company as market leaders to the established UK base while introducing the brand to net-new customers and global partners.

**Budget ownership:** Managed a £250K annual marketing budget across all activity, funding the rebrand and global events in year one, and the website rebuild, events, and martech in year two.

**GTM & market development:** Led go-to-market launches for new products such as SoundSens and identified white-space opportunities to open new markets and segments.

**Brand & Marketing Manager | Jan 2024 - Aug 2025:** Headhunted to lead a *global marketing transformation* and *re-brand* an established business for aggressive *international expansion*.

**Global Rebranding & Positioning:** Led a high-stakes company rebrand end-to-end, elevating the brand's identity, visual storytelling, and market competitiveness across UK and global markets. Outperformed legacy brand by +62% organic search impressions, +120% organic clicks, and +36% CTR within six months.

**Sales Enablement (UK):** Equipped the UK sales team to acquire, support, and retain tender-based accounts by producing pitch decks, sales & marketing materials, how-to videos, case studies and managing industry leading events.

**Partner & channel co-marketing (international):** Enabled regional teams and distributors worldwide to sell to end customers, co-branding and co-funding tradeshow and events, building a channel-partner portal of sales resources, marketing collateral, videos, and supporting local media and regulatory/governing-body engagement.

**Event & field marketing:** Owned all events, tradeshow, and conferences end to end, securing premium speaking slots and driving a +15% increase in global marketing-qualified leads.

**Demand & lead nurture:** Ran an end-to-end customer-experience audit with the CX team, then stood up consistent comms and drip/nurture email journeys. Ran targeted, segmented campaigns by customer interests - capturing leads via surveys in the absence of a central CRM.

**Social Media Marketing:** Grew LinkedIn impressions +121% and reach +113% YOY through real-time industry insight, culturally attuned messaging, and creative short-form content aimed at decision-makers.

## **Euronics Centre, Kent | May 2023 – Dec 2023 | Marketing Manager**

**Hired to implement marketing strategies and pipelines from 0 to 1.**

**Digital Transformation:** Launched a digital marketing strategy that boosted online and in-store sales by 20%, integrating retail and e-commerce into a seamless omnichannel experience.

**Brand Experience (CX/UX):** Mapped and optimised the end-to-end customer journey, raising NPS by 4 points quarter-on-quarter.

**Strategic Partnerships:** Built and activated local sponsorship programme that embedded the brand into the community, reaching a localised audience of 50,000+.

**OOH Advertisement:** Deployed footfall-data-informed OOH advertising to build awareness around new click and collect business initiatives.

### Quex Park Estates, Kent | Dec 2022 – May 2023 (6 month FTC) | Marketing Manager

**Hired to implement marketing strategies and pipelines from 0 to 1. (something similar but different than what w say for HBD)**

**Brand Architecture:** Unified a fragmented brand ecosystem of four sub-brands under one integrated marketing strategy.

**Digital Engagement:** Drove a 120% surge in web traffic via UX optimisation and refined digital touchpoints and lifted engagement across organic and paid meta campaigns.

**Purpose-Driven Marketing:** Secured and activated charity and media partnerships that expanded brand reach and strengthened community outreach.

**Event Planning, and Execution:** Carried out major seasonal events across OOH, social, web and media channels, positioning the Activity Centre as a premier leisure destination.

### University of Bristol, Bristol | Sept 2021 – Sept 2022

MSc Marketing, Strategy & Business Development | High Distinction (top 5% of Cohort)

### Euronics Centre, Kent | Sept 2020 – Aug 2021 | General Manager, Marketing

Developed a data-driven *promotional marketing strategy*, delivering a **£1.2M revenue uplift** through enhanced *customer engagement*. Secured 60+ B2B contracts across letting agencies, hospitals, and universities, driving *account growth* and *new customer acquisition*. Introduced *internal processes* that improved productivity and *customer satisfaction*, while *line-managing* a cross-functional team.

### SMEG, Oxford | Jan 2020 – Aug 2020 | Trade Marketing Manager

Headhunted to develop a *trade marketing strategy* for 200+ retail partners, driving a 25% uplift in *engagement* across *promotions, email, POS, trade events* and *brand partnerships*. Led the *GTM launch* of a new oven range and created a *digital asset library* for 100+ accounts, driving partner/sales enablement at scale.

### Gigaclear, Oxford | Aug 2019 – Jan 2020 | Assistant Brand Manager

Modernised *brand positioning* and *visual identity* for a telecoms-infrastructure business, governing brand consistency, and optimising the end-to-end *customer journey*.

### Thames Water, Reading | Jan 2018 – Aug 2019 | Brand Experience Executive

Conceptualised and delivered *behavioural-change campaigns*, including a 'Custodians of the Environment' Award winner, evolved *brand identity*, standardised brand messaging across diverse *customer touchpoints*, lifted *NPS*, and embedded internal *brand advocacy*.

### Vanquis Bank, London | Jan 2017 – Dec 2017 | Marketing Coordinator

Directed video production for *digital advertising*, crafted *persona-driven web copy*, and ran in-depth *brand tracking* and *competitor analysis*, generating *data-driven insights* for a *brand repositioning strategy*.

## EDUCATION

**University of Bristol, Bristol | Sept 2021 – Sept 2022 MSc Marketing, Strategy and Business Development | Distinction (top 5% of Cohort)**

**Notable Projects:**

**DISSERTATION (Awarded AEP):** ‘How can Authentic Brand Activism Marketing Solutions Engage both Current and Prospective ‘High-Value’ Loan Consumers’ [see more.](#)

**STRATEGIC BRAND MANAGEMENT:** Nespresso: Brand Extension [see more](#)

**CREATIVITY AND MARKETING:** Pokémon Franchise: New Product Proposal [see more](#)

**Oxford Brookes University, Oxford | Sept 2013– Sept 2016 BSc Psychology & English Literature (BPS Accreditation) | Term Abroad: Macquarie University, Sydney Australia.**