

Liz Stephens

An experienced B2B marketer with a passion for writing and podcasting.

A Journalism graduate/ copywriter/ marketer who's spent the last 6 years focused on B2B marketing. I enjoy supporting client accounts to plan and execute marketing campaigns, from developing compelling messaging to hands-on implementation across digital marketing.

In my spare time I host an award nominated podcast called Speaking LITerally which includes author interviews, news and book reviews.

Skills

Marketing planning & execution
Optimised content copywriting
Social media management
End-to-end campaign management
Paid/organic social media
UX/UI design/optimisation

Attributes

Proactive
Attention to detail
Quick learner
Adaptable

Marketing Manager

Megabuyte

Sept 25 – present

Responsibilities:

I plan, execute and oversee Megabuyte's marketing strategies to help promote their services including the launch and promotion of their new AI-driven origination platform.

Achievements:

- The first podcast episode I managed and promoted has become the highest performing episode to date, and the first one to reach above 1000 downloads
- Successfully planned and managed the creation of a microsite for Megabuyte's new product
- Planned and executed a content and social strategy for Origination Engine which collectively accrued 15 leads in its first 2 weeks of launch creating a pipeline of £150k+

Marketing Manager

Bright - B2B Marketing Consultancy

Feb 25 – Sept 25

Responsibilities:

I played a key role in the account team planning and executing a variety of campaigns.

Whilst working with a global supply chain company, my work included

- Leading a brand awareness email nurture campaign from planning to execution for CCI
- Launching a 9-week email sprint with click through rates on 7% to cold data
- Managing end to end online and offline collateral for an event within a tight 5-week turnaround

Other client accounts I have supported include, an international payroll software supplier and a global media and events company. In addition to client work, I also supported the Head of Bright Marketing on key activities to promote the consultancy, including social media content for our main page as well as for the MD's personal page.

Achievements:

- Launching and managing Bright's first podcast series on AI
- Leading the hands-on implementation of an ABM campaign for the events and media sector

Account Manager**June 2024 – December 2024 - Seeblue****Responsibilities:**

Specialising in ABM, I planned and delivered tailored campaigns to a variety of clients.

Achievements:

- For a social media software company, I focused on managing client liaison and ensuring all campaign assets were ready. With my support we generated a \$10.9m pipeline through a 1: few ABM campaign.
- I became the in-house expert on landing page software, Folloze, to enable successful personalised campaign execution.

Account Manager**May 2021 – June 2024 – Generate UK**

During my time at Generate UK, I was promoted twice from Account Exec to Senior Account Exec then to Account Manager.

Recruited initially as a Freelance Copywriter in 2020, after 14 months I was employed as a permanent team member, and my role quickly grew.

Responsibilities:

- SEO optimisation
- PPC management
- Ad campaign creation
- Reporting
- Proposal writing
- Content creation

As an Account Manager, I managed up to a total of 7 accounts at one time, across a range of industries, from cybersecurity and finance to tech and education.

Skills includes:

- Prioritisation
- Multitasking
- Building strong client relationships
- Upselling skills.
- Industry research
- Simplifying complex information into compelling, understandable content

Achievements:

- I grew an engineering company's account from £3k to £8.5k per month
- For a chartered accountancy I developed and implemented a local SEO strategy that achieved 120% improvement in keyword rankings in the first 4 months

March 2020 – May 2021 – Freelance Copywriter – Generate UK

- Creating copy and coordinating projects for both B2B and B2C clients, for a variety of different projects from blog posts and case studies to landing pages and whitepapers

Marketing Executive

Nuvias UC

2020 (short contract project)

Responsibilities included:

- Providing hands on support for the launch of a new WordPress website
- Created campaign landing pages using specialist software
- Liaison with Sales Directors to ensure effective alignment with marketing.

Sept 2017-Dec 2019 - Amberjack

Sept 2019-Dec 2019 – Senior Candidate Management Specialist Amberjack

- Similar to previous role with more client contact and more responsibilities including management and maintaining / building on client relationship

Sept 2017-Sept 2019 – Candidate Management Specialist Amberjack

- Managing a volume-based recruitment campaign for a large FMCG
- Out of season supporting the marketing team with proof reading and writing case studies for the campaigns to be added to the website

May 2015-Sept 2017 – Simplyhealth

Dec 2016—Sept 2017 – Correspondence Coordinator Simply health

- Coordinating and creating mailings for dentist practices advising of plan changes or sale of practice

May 2015-Dec 2016 - Correspondence Advisor Simplyhealth

- Replying to customer written correspondence, whilst adapting my style, depending on who my audience is.

2013-2016 Freelance Copywriter - Snack Media Ltd

- Writing SEO driven copy for clients on a broad array of topics to help drive traffic to the sites

EDUCATION/ TRAINING

2026	2007-2010
UX/UI design	Degree
Sub-editing	UCA Farnham
	BA (Hons) Journalism 2:2
2025	2005-2007
Introduction to Agile	A Level
Scrum Essentials	Brockenhurst College
	English Literature
2024	English Language
Google Search ad certification	Media Studies
2021	2000-2005
Copywriting course	GCSE
	Priestlands School
	11 GCSEs A*-C (including Maths, English and Science)

INTERESTS

Writing	Gaming
Reading	Blogging
Acting	