



NICOLA VOTIER

MARKETING STRATEGIST

PERSONAL PROFILE

- Friendly, open, flexible, and reliable.
- Can-do approach.
- Enthusiastic, hard-working, and self-motivated.
- I perform using my own initiative.
- I integrate effectively to ensure the teams I work with, achieve the desired commercial outcomes.
- I am an active listener.
- I consider myself a personable leader, with a tendency to adopt a more democratic, participative leadership style.
- I am passionate about brands and customer loyalty.
- I get great satisfaction empowering or helping others find their passion too.

CAREER HIGHLIGHTS

As a successful marketing professional who is degree qualified, my experience encompasses both the corporate and SME worlds. My applied industry knowledge is across: FMCG, Retail, Professional Services, Automotive, Manufacturing, Construction, Health Services/NFP and Membership based-services.

I am recognised for my strategic approach to business and marketing, ensuring implementation of sound planning is results driven. I use my ability to cultivate strong relationships to support and build winning teams, whilst my insight capabilities are used to identify opportunities to increase market share.

Throughout my career I have held senior roles across marketing, brand, and product management. In recent years, I have used my experience and skills to become a business & marketing consultant and mentor.

KEY STRENGTHS & SKILLS

- **Communication**
Supports my passion for problem solving, generating new ideas, expressing creativity, and inspiring team members to achieve company goals and objectives.
- **Stakeholder Engagement**
Drives my ability to gain commercial value through research and insights whilst delivering growth across the organisation and business categories.
- **Decision Making**
Underpins my ability to translate strategic goals and objectives to the benefit of the organisation. I use my data analytics, business processes and continuous improvement skills to deliver internal & external solutions.
- **Strategic Development & Execution**
I turn strategies into action with my skills for defining strategic focus, effective scoping, planning, executing, and measurement against strategic goals. My specialised areas are business, marketing, brand, product development and delivering new products to market.

EXPERTISE

- Business planning & development
- Strategic marketing
- Brand & Product strategy
- Stakeholder management
- Project management
- Portfolio & Category management
- Process development
- Research expertise and focus
- Complex problem resolution
- Digital strategy development
- Tactical development & implementation
- Marketing materials development
- Campaign performance tracking
- Client acquisition, retention, conversion strategy
- Value analysis
- **Budgeting, Financial Tracking & ROI**
Building strong financial frameworks allows me to holistically measure my success for the organisation. I perform exceptionally well under pressure and within budgetary constraints.
- **Team Management**
My collaborative and respectful approach towards my colleagues allows me to perform at a senior level, whilst leading, building, and managing highly effective teams.