

Contact

www.linkedin.com/in/kalustmanukyan (LinkedIn)

Top Skills

Digital Media
Content Marketing
Mobile Advertising

Certifications

ILM Level 3 Certificate in Leadership and Management
MCIM
Adobe Certified Associate in Print & Digital Media Publication Using Adobe InDesign
Carbon Literacy Certificate

Kalust Manukyan MCIM

Head of Marketing at Barnet and Southgate College
London, England, United Kingdom

Summary

A highly strategic and detail-oriented marketing professional with over 15 years of experience in agency and client-side marketing. My extensive expertise includes large-scale project management, marketing strategy development and implementation, delivering global digital and offline advertising campaigns, branding, design and team leadership.

Experience

Barnet and Southgate College
Head Of Marketing
December 2019 - Present (3 years 2 months)
London, United Kingdom

Oxford College of Marketing
The Chartered Institute of Marketing (CIM) Senior Marketing Lecturer and Assignment Tutor
January 2017 - Present (6 years 1 month)
London, United Kingdom

The Royal Marsden NHS Foundation Trust
Senior Marketing Manager
March 2019 - November 2019 (9 months)
London, United Kingdom

- Designed result-based digital and offline marketing strategies to support the organisation's income generation targets
- Launched a new employer branding strategy to establish the organisation as a preferred employer and increase internal engagement
- In charge of the delivery of the Annual Report, Quality Accounts and Annual Review, working closely with the Senior Leadership team for successful submission to Parliament
- Controlled the relationships with a number of agency partners - creative and digital marketing agencies, printers, direct mail providers and a list of freelance suppliers

- Provided marketing expertise to support a range of departments and commercial initiatives
- Planned and managed the annual marketing budget

St George's, University of London

Marketing Manager

January 2015 - February 2019 (4 years 2 months)

London, United Kingdom

- Crafted the long-term marketing strategy and course-specific annual plans
- Managed the production of corporate documents, prospectuses, annual reports and other marketing collateral
- In charge of all market research activities delivered in-house and through external suppliers
- Doubled the number of applications for the Paramedic Science BSc course in 2018
- Increased the application numbers for Physiotherapy BSc by 28% for 2019 entry
- Led the market launch for a new Occupational Therapy BSc course - filled 100% of the places in the first year
- Shortlisted for Heist Awards 'Best Undergraduate Student Recruitment' marketing campaign and 'Best Prospectus Design' in 2017
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The Careers Group

Marketing Manager

November 2013 - December 2014 (1 year 2 months)

London, United Kingdom

- Developed and launched integrated, multi-channel marketing campaigns promoting a diverse portfolio of services and events
- Lead the brand redevelopment to optimise positioning considering the three main audiences – students, academic institutions and graduate recruiters
- Delivered an annual marketing strategy covering all service areas
- Crafted a plan and lead the implementation of a step-by-step reorganisation of the corporate website and digital infrastructure
- Measured and reported on effectiveness of marketing activities and ROI
- Reorganised the social media presence and increased the number of followers and engagement

- Managed and trained a team of three interns focused in digital activities promoting careers services to students and recent graduates
- Lead the marketing launch of the Destination of Leavers from Higher Education (DLHE) survey for Further Education colleges as a service

University of Lincoln

Market Research Manager

January 2012 - November 2013 (1 year 11 months)

Lincoln, United Kingdom

- Developed intelligence led marketing strategies to attract student applications
- Assisted the Head of Marketing with planning of all marketing activities
- Created a socio-economic targeting for advertising activities
- Organised focus groups with home and international students to test new brand identity and perceptions
- Managed relationships with external suppliers of marketing materials and data services
- Provided regular reports on the effectiveness of marketing activities and ROI
- Monitored student recruitment numbers on programme level
- Collaborated with a team from KPMG on programme provision and performance audit

think M. Ltd

Account Manager

August 2010 - December 2011 (1 year 5 months)

Newcastle upon Tyne, United Kingdom

- Managed a diverse portfolio of clients, including the University of Newcastle, the NHS, SignSpell, Enigma Global, etc.
- Delivered marketing research, including market opportunity review, competition analysis, potential demand and distribution channels
- Coordinated marketing activities for a wide range of clients
- Developed new product launch strategies
- Managed a team of web developers and designers
- Organised focus groups and product testing sessions
- Delivered copywriting for brochures, websites, technology offers and corporate presentations

Overgas Inc

Product Marketing and Advertising Officer

June 2008 - October 2009 (1 year 5 months)

Hyatt Regency
Food and Beverage Internship
June 2006 - October 2006 (5 months)
Cambridge, Maryland, USA

Market LINKS
Market Research Internship
January 2006 - April 2006 (4 months)

Education

University of Durham
MA, Marketing · (2009 - 2010)

Chartered Institute of Marketing
Chartered Postgraduate Diploma in Marketing, Marketing · (2012 - 2013)

City University of Seattle
Bachelor, Bachelor of Science in Business Administration - General
Management · (2005 - 2009)