

Curriculum Vitae

Carl Eaton

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Personal Profile

Multilingual Marketing Manager with 18 years' experience delivering results-driven marketing across a broad generalist remit, with particular strengths in CRM and email marketing. Experienced in team leadership, leading autonomous marketing activity, managing multiple projects concurrently, and taking full accountability for strategic and budgetary decisions. A commercially minded marketing professional with a strong enthusiasm for continuous development and a growing focus on strategic marketing, supported by ongoing engagement with industry best practice and emerging trends.

Employment History

November 2025 – present

SIG plc (Insulation & Dry Lining)

SIG plc is a UK-based specialist distributor of construction materials, serving the building, roofing, insulation and interiors markets across the UK and parts of Europe. It operates through a network of local branches and specialist businesses, supplying products and services to trade customers and contractors. **SIG Insulation & Dry Lining** is the UK distribution arm, providing a wide range of building materials through its nationwide branch network.

Marketing Manager

Responsibilities

- **Strategy** – reviewed and implemented an improved marketing strategy across multiple categories to enhance performance and drive measurable results.
- **Campaigns** – created and ran a number of successful supplier and own brand campaigns in order to drive sales and strengthen brand awareness.
- **Database marketing** – utilised the database to segment customer data and create targeted marketing lists that improved campaign relevance and performance.
- **Analytics** – implementation of Google Analytics 4 and Google Search Console, creating a consolidated analytics dashboard to assist and support data-driven decision-making and performance optimisation.
- **Websites** – managed ongoing website updates, refining content, metadata, and on-page SEO to enhance organic rankings and search performance.

January 2020 – October 2025

Tidyco

Tidyco is a multi-divisional company, supplying products and services in the rail sector, hydraulics and pneumatics, and commercial and industrial climate control and electrical. In recent times they have diversified their offering into rail overhaul and PV panel installation.

Marketing Manager

Responsibilities

- **Strategy** – developed and implemented multiple strategies for the various divisions to drive brand awareness and generate leads.
- **Market research** – kept informed of industry news and trends along with competitor activities in order stay up to date and on the pulse for the different business units.
- **Content** – created and curated informative and engaging content. Leveraged content marketing to position the company within the diverse industries through various channels, such as PR, blogs and

emails.

- **Internal communications / Change management** – developed an internal communications strategy to drive internal culture change and increase employee engagement towards a more productive workforce.
- **Event and exhibition management** – managed and organised participation at a myriad events and exhibitions. The latest being the flagship Rail event, Railtex, which consisted of a 60m² stand. Also responsible for all pre-marketing and follow up activities.
- **Campaign management** – developed and executed simultaneous campaigns to drive lead generation, support sales and improve brand awareness, using a multitude of channels which were relevant to each business division.
- **Collaboration** – worked closely with various departments and divisions to undertake market research and develop cohesive growth strategies.
- **Brand awareness** – through content and campaigns, worked on driving brand awareness in order to increase lead generation and customer acquisition / loyalty in addition to brand positioning.
- **Supplier management** – built relationships with a variety of agencies, securing favourable pricing and lead times but also ensuring brand consistency over the long term.
- **Public Relations** – writing compelling press pieces, maintaining and building relationships with publishers and seeking out potential newsworthy topics for publication.
- **Digital Marketing** – devised digital marketing initiatives through media such as SEO, SEM, social media, email and CRM. Optimised online presence and utilised data and analytics to improve activities.
- **Metrics and analytics** – established key KPIs and regularly analysed performance to refine strategies and demonstrate the impact of Marketing through tools like Google Analytics and Meta Business Centre.

January 2019 – December 2019

Hubaco Ltd / Terra Nova Equipment Ltd

Hubaco is the parent company of brands such as Terra Nova, Wild Country and Extremities as well as YourSchoolUniform.com. Specialising in tent and protection for head and hands, the company possesses the Guinness World Record for manufacturing the world's lightest tent.

Marketing Manager

Responsibilities

- **Strategic Planning** – worked with senior management to ensure that the different brands' strategies remained on track and effective in their outcomes – this involved developing Marketing plans for each brand and products.
- **Digital Marketing and Social Media** – complete accountability across all digital marketing channels, including websites (SEO, blog writing, etc) and the 10 different social media channels.
- **Public Relations** – created a PR schedule for various brands and products across the different seasons / cycles and keeping up to date with the public relations database (Vuelio).
- **Budget** – defined and looked after the Marketing budget on a continuous basis, preplanning campaigns in order to ensure the department does not overspend.
- **Exhibitions** – complete responsibility for organising exhibitions, both nationally and internationally including build up and breakdown along with pre- and post-show marketing.
- **Team Management** – mentored and managed a team of three; a Marketing Apprentice and two Marketing Executives (placement students) this included the recruitment of the replacement placement student.
- **Analysis and Reporting** – as part of continuous improvement, created a number of reports which were run at different frequencies in order review the efficacy of Marketing activity in order to modify and calibrate accordingly.

April 2018 – August 2018

Marketing Manager

Rompa Ltd

November 2016 – January 2018

Product Manager

Vaillant Group

(maternity cover)

July 2012 – November 2016

Marketing Manager (Sales Division)

AFI group of companies

September 2011 – December 2011 Marketing Executive	Serco plc	(fixed term contract)
February 2011 – August 2011 Marketing Executive	EZE IT Ltd	(fixed term contract)
September 2010 – February 2011 Marketing Coordinator	Allied Maxcut Engineering Ltd	(fixed term contract)
June 2008 – April 2010 Marketing Coordinator	Sandvik Mining & Construction Ltd	

Achievements

- **Helping to increase turnover** from £500,000 to £5 million over three years through organic and inorganic growth.
- **Increasing social media engagement** by 16% year on year through engaging and relevant content year on year leading to an 15% increase in sales through the social media channels.
- **Achieving a 50% return on investment** from the latest Railtex exhibition over 12 months.

Education & Qualifications

2021	CIM Diploma in Professional Marketing – Merit MMC Learning
2004 – 2008	BA Honours French & German – 2:2 The University of Manchester
2002 – 2004	A-Levels: French (B), German (C) & Spanish (B) Ashby Grammar School
1998 – 2002	12 GCSEs (A* - C) – English (B), Maths (C), Science (CC) Granville Community School

I am competent in the full range of the Microsoft Office Package: Word, Publisher, Access, PowerPoint, Excel and Outlook as well as experienced in using Lotus Notes and CRM systems, e.g. Microsoft Dynamics. I have a moderate understanding of the Adobe Creative Suite.

Interests:

I have a wide variety of interests, which are constantly growing. I am a keen learner, so I often have my head in a book (fiction and non-fiction). I also enjoy learning languages, swimming, jogging, playing badminton, and attending the gym along with socialising, travelling, dining out.

Languages:

English	-	native language
German	-	fluent
French	-	fluent
Swedish	-	fluent

References:

Available on request