



MARK ARMSTRONG

MARKETING MANAGER / CONSULTANT

CONTACT

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🌐 www.pinkbadgermarketing.com

EDUCATION

2011 - 2014
KINGSTON UNIVERSITY

- Undergraduate History
- First-class

SKILLS

- Strategic planning
- Promotion and marketing
- Project management
- Copy writing

PROFILE

I have over ten years experience in marketing and communications across both the private sector and the charity sector.

In that time I have:

- Led multi-disciplinary teams to produce bespoke, award-winning multi-channel campaigns
- Helped a membership organisation grow their member numbers from approx. 6000 members to +11,000
- Marketed an events schedule with 100+ events in a year, with a cumulative total of 100% target attendance
- Helped lead internal change with digital transformations (CRM and CMS) and brand identity (rebranding and user journeys)

My main strengths lie across strategy and copy writing, but I have also been responsible for helping to produce:

- Large scale events (700+ people with an event app and branding)
- Digital marketing campaigns (email and social)
- Front end websites with user journeys, content and design
- Filming and interviewing for testimonials, and much more.

It should be noted that I am not a designer. I have some design experience and can produce light assets, but I have a range of contacts to work alongside when it comes to more in-depth physical production and animation.

Ultimately if you need someone for strategic planning, promotion and marketing, or project management, I can offer value to your organisation.

An example of my work can be found on my website: Pinkbadgermarketing.com



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EXPERIENCE

October 2022 – ongoing: Marketing manager / consultant - Charity Finance Group

Highlights include:

- Growing individual membership from approx. 6,000 to over 11,000 in 3 years
- Managing a yearly event schedule of +100 events while achieving target attendance
- Managing the website and co-leading the CMS and CRM digital transformation
- Co-leading +700 people events with marketing, branding and an event app
- Undertaking the brand refresh

January 2026 – ongoing: Additional adhoc freelance work for:

- Blesstia Pharmaceuticals (strategy, audience profiles and copy)
- Cyprus Society of Family Medicine (website support)

November 2018 – June 2022: Senior Account Manager to Account Director - VCCP Health

Highlights include:

- Producing award-winning disease awareness and product campaigns
 - Awards won for creativity and campaign success



- Campaign localisation across UK, Germany, Italy, Austria and Switzerland
- Working with patients and doctors to produce educational content and videos
- Producing awareness and brand strategy for a wide variety of disease areas

August 2018 – November 2018: Senior Account Manager – ghg

2017: Cannes Young Lions Health Award shortlisted finalist

July 2014 – August 2018: Account Executive to Senior Account manager – Havas Life Medicom