

Laurence Kellett

CRM & Email Marketing Manager

Longridge, Preston · UK hello@laurencekellett.co.uk linkedin.com/in/laurencekellett English · conversational Spanish

About

Over a decade in B2B and B2C marketing, specialising in CRM, lifecycle strategy, and multi-channel campaign management — email, SMS, WhatsApp, webinars, and beyond — with a consistent focus on retention, engagement, and revenue.

I untangle operational knots, build the systems others rely on and still care about what lands in the inbox. I've consolidated complex systems down into manageable tools, delivered huge email nurture overhauls a full quarter early, and built tools and frameworks using AI that have fundamentally changed the pace at which I work, and my company can operate.

Highly organised, endlessly curious, an eye for clean design, and genuinely obsessed with the gap between good data and great decisions — I bring structure and creativity to everything, in equal measure.

Experience

CRM & Email Marketing Manager

Oct 2023 – Present

Higher Ed Partners

Email engagement

+12pp Open rate · **+104%** Click-through rate · **+112%** Click-to-open · **-3.1pp** Bounce rate

Enrolment funnel

+7.5pp Lead-to-contact · **28%** Faster lead-to-enrolled (50 → 36 days) · **+0.9pp** Applications started · **+1.8pp** Applications submitted

- **Own CRM & lifecycle strategy** for 12+ partners across multiple countries and languages — 400k+ prospects, 50+ concurrent programmes, and 1,400+ emails.
- **Led the Salesforce replatform**, launching 8 new partners (including multi-lingual) and producing company-wide technical documentation used from call-centre to director level.
- **Consolidated 220+ engagement programmes to 20** — cutting complexity and cost without losing functionality, with documentation adopted across the business.
- **Built hyper-personalised journeys at scale** — tailoring content, timing, and messaging by partner, programme, country, and lifecycle stage, driving the engagement and funnel gains above.
- **Unlocked WhatsApp as a CRM channel** — taking ownership of template strategy, compliance, and comms framework from scratch, integrating it alongside email and SMS across full lifecycle programmes.
- **Overhauled 400+ emails and restyled 1,000+ templates across 12 partners** — refreshing lead nurture, RFI programmes, and agent-facing layouts; lead nurture delivered a full quarter ahead of schedule.
- **Built and launched survey and testimonial programmes** — 500+ student responses and 200+ consented testimonials, surfaced in a bespoke auto-updating analysis dashboard and used directly to shape product and marketing strategy.
- **Managed, trained, and developed a LATAM-based CRM Executive** — setting clear KPIs and performance tracking that freed up strategic bandwidth and increased execution speed across CRM and campaigns.
- **Designed bespoke internal tools from scratch** — a live CRM Stage Viewer and Survey Reporting Workbook, built using APIs, Claude Code, and automated pipelines; replacing manual processes and making real-time data accessible across the business.
- **Embedded AI into daily CRM practice** — custom workflows, prompt frameworks, and functional tools that compress multi-day tasks into single sessions and moved Q4 deliverables into Q1.

Senior Marketing Executive

Jul 2020 – Oct 2023 · 3y 4m

Parkingeye

0 → 500k Database built (Brand launched from zero) · **5** Brands managed · **4** Countries (UK, DE, AT, DK) · **YoY** Consistent growth (Every year of tenure)

- **Owned and continuously improved** the CRM, CMS, email marketing & customer journey strategy across the UK and sister brands in Germany, Austria & Denmark.
- **Launched a competitor charging brand from zero** — handling CRM installation, website, marketing, branding, and global stakeholder liaison, scaling the database from 0 to 500k.
- **Drove improvements & efficiencies** across 5 brands in 4 countries, delivering consistent YoY growth throughout.

Earlier experience

Email Marketing Executive · INPD

Aug 2019 – Jul 2020 · 12m

Senior Marketing Executive · Direct365

May 2013 – Aug 2019 · 6y 4m

SEO Outreach Specialist · Custard Media Solutions

Jul 2012 – Apr 2013 · 10m

About me

Cycling, Running & Triathlons (14+ years) · Brindle Brass Band (20+ years) · Music (25+ years) · Photography (15+ years) · Kickboxing & Jiu-Jitsu (3–4 years) · Charts & Data (5+ years) · Woodworking (3+ years) · Craft Ale (4+ years) · IPA Okay Dashboard (4+ years) · Duolingo — Spanish & Japanese (3,393 day streak)

Skills & tools

Platforms & tools

Salesforce · Account Engagement (Pardot) · Salesforce Flows · HubSpot · Klaviyo · PowerBI · Jira · Notion · Miro · Zapier · Calendly · Claude · Canva · GitHub

CRM & automation

Lifecycle Strategy · Marketing Automation · Campaign Management · Journey Mapping · Segmentation · Dynamic Content

Channels & campaigns

Email Marketing · SMS Marketing · WhatsApp · Lead Nurture · Webinars · Retention · RFI Journeys

Data & reporting

Semantic Modelling · Funnel Analytics · Cohort Analysis · Forecasting & Run Rate · CPA & LTV

Optimisation & insight

A/B Testing · CRO · CSAT / Surveys · NPS · Personalisation

Technical

HTML / CSS · Email HTML · JavaScript · Python · SOQL · REST APIs · Webhooks · OAuth / SSO · Cloudflare Workers · SEO

AI & ways of working

AI Automation · Claude Skills · Prompt Frameworks · MCP · Workflow Design · Team Management

Education

Lvl 3 Diploma in Team Leading & Adv. Apprenticeship in Creative & Digital Media

Pearson · 2013

Level 3 NVQ in Business

Runshaw College · 2012

11 GCSEs (A–C)

Brownedge St. Mary's · 2010

Languages

English — Native

Spanish — Moderate

Japanese — Beginner

Certifications

HubSpot Academy · 2025

Marketing Hub Software · Digital Marketing · Digital Advertising · Inbound · Inbound Marketing · Inbound Marketing Optimisation · SEO · SEO II · Email Marketing · Revenue Operations

Other

Klaviyo Product Certificate · 2025 · Lvl 3 Mental Health First Aid in the Workplace (RQF) · Quallsafe · 2026