
Laurence Kellett

CRM & Email Marketing Manager

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I have spent a decade in marketing and the last three years running CRM and lifecycle for twelve university partners: 400,000+ prospects, 50+ concurrent programmes, and a CRM Executive I manage and develop.

My specialism is CRM, email and lifecycle, but I have sat in enough marketing seats (SEO, CRO, design, website management) to know how the pieces fit. CRM sits at the centre of most businesses, and having done the surrounding jobs makes me better at the one in the middle.

What I have actually done

- **Led a Salesforce replatform** and launched eight new partners on it, including multi-lingual, then wrote the technical documentation used from call-centre agents up to director level.
- **Consolidated 220+ engagement programmes into about 20** by rebuilding the lists on the objects where the reliable data lives: one programme branching by partner, instead of twelve copies drifting apart. Delivery 94.9% to 98.8%, hard bounces 4.30% to 0.57%.
- **Rebuilt the enrolment nurture funnel.** Successful contact 67.1% to 74.7%, lead-to-enrolled 50 days to 36, open rate 48.7% to 56.5%. I also stopped a pilot that lost 11.3 points of open rate and redesigned the test. The results I did not get are on my CV alongside the ones I did.
- **Built WhatsApp into a governed channel**, from 200-message batches to 30 templates live across twelve partner numbers, with the change control, campaign structure and first real baseline behind it.
- **Designed and launched a student-voice programme** of three lifecycle surveys and the reporting behind them, taking it from no structured feedback at all to 500+ responses and 160 consented testimonials that then fed the personalisation work.
- **Built the internal tools nobody asked for:** a live CRM stage viewer covering every series and partner, and an auto-refreshing survey reporting workbook, both built with APIs, Claude Code and automated pipelines.

How I work

Being organised is probably my defining professional trait, and everything else follows from it. I am fully on board with data-driven marketing, but in a world of ones and zeros I like to sit on the other side of the table: what would I want, if I were the person receiving this? And I would rather document something properly once than explain it twelve times.

I work across Salesforce, Marketing Cloud Account Engagement, HubSpot, Klaviyo and Power BI, and build my own tools where the platform stops: HTML and CSS, JavaScript, Python, REST APIs, Cloudflare Workers. AI is embedded in how I work rather than bolted on, in custom workflows, prompt frameworks and reusable skills that compress multi-day tasks into single sessions.

Outside work

Most of my best ideas arrive while running, cycling or walking the dog. I play tuba in a brass band I have been part of for over twenty years, wrestle a camera in the name of photography, make passable attempts at woodworking, keep a nine-year Duolingo streak going in Spanish and Japanese, and ran Manchester in 2:58.

If you think there is a fit, I would like to talk, whether that is about lifecycle architecture or why I still defend rim-brake bikes.

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