

ISABELLE NEIL

PERSONAL PROFILE

An open-minded, outgoing, resourceful and optimistic individual who is able to communicate comfortably at all levels. Success driven with a willingness to learn and adapt to new situations. A focus on attention to detail and a proven track record of effectively working alone, within a team or managing a department. Hardworking and trustworthy with the ability to remain good-humoured and level headed under pressure, whilst delivering high quality to tight deadlines.

EDUCATION

BA (Hons) International Business Studies (with Spanish) - 2:1 Classification

2000–2004 University of the West of England, Bristol

English Language A-level - B / Business Studies A-level – D

1999–2000 Morley College, London / Redbridge College, Essex

9 GCSE's - 8 B grade and 1 C grade

1993–1995 Highams Park School, London

WORK EXPERIENCE

FREELANCE MARKETING CONSULTANT & COPYWRITER, Marbella

May 2010 – To date

- Written various themed and country investment reports
- Proof and editing of web and print content
- Corporate brochures - copy and design
- Investment memorandum
- Press releases - copy and online distribution
- Website reviews
- Web content
- Powerpoint Presentations – copy and design
- Research
- Web copy SEO review

LIVINGSTONE ESTATES, Estepona

July 2009 – April 2010

Marketing Manager

Web Development and SEO

- Redesigned the home page to reduce the bounce rate and increase direct lead generation.
- Recommended improvements and maintained quality of the website design and content.
- Monitored Google analytics and worked alongside the SEO consultant.
- Managed the implementation of website improvements with outsourced companies.
- Implemented a blog site for SEO and credibility.

Lead Generation and Email Marketing

- Designed templates and compiled content for newsletters.
- Managed the mailing account; create lead lists, opt in and welcome email auto responders.
- Managed all property portals, feed allocations, renegotiated agreements and sourced new portals.
- Analysis of lead generation; volume and quality of leads generated against cost, for each portal.

Content and Content Management Systems

- Maintained and compiled additional content for the entire website and wrote weekly blog items.
- Compiled descriptions and added new developments to the website.
- Used the website CRM for adding/editing new content and creating new pages on the website.
- Used a multi listings database – Resales - to add and amend property information.

WORK EXPERIENCE *Cont...*

360 PROPERTY INVEST, Marbella

March 2009 – May 2009

Consultant Marketing Manager

- Planned initial marketing priorities for the company.
- Established a corporate brand identity and logo.
- Liaised with outsourced web developers on initial design of the company website, produced all web content and ensured launch to deadline.
- Collated and wrote all project information for each of the 24 investment projects.
- Negotiated and secured online lead generation.

OBELISK INTERNATIONAL, Marbella

June 2007 - January 2009

Marketing Manager (Jan 08-Jan09) / Copywriter (Jun 07-Dec 07)

Management and General Marketing

- Managed a team of researchers, copywriters, graphic and web designers.
- Managed, prioritised and delegated all work for the Marketing Department.
- Marketing brainstorm, strategy planning and implementation for the group of companies; Investment Property, Interiors, Private Finance, Media and Absolute Guide Series.
- Quality control of all marketing material both offline and online.
- Budgeting of all marketing expenditure.
- Internal communications.

Chief Editor, Content Production and PR

- Chief editor of all corporate content including; 30 country investment reports, a book, quarterly magazine, all email and print communications, corporate and project brochures, websites, mini sites, landing pages, SEO content, project launches, script writing, PR and advertising.
- Produced The Absolute Guide to Worldwide Property Investment book from concept to end product, content production and editing, and liaising with printers and distribution house for mailing.
- Produced a quarterly magazine from initial concept, generating content ideas, features, layout, editing and final sign off.
- Obtained client and partner testimonials for promotion on company websites and in the UK media.
- Designed and implemented a referral scheme for clients and a partner's programme.
- Compiled incentive driven client surveys to profile the Obelisk database.
- Produced and managed corporate and industry PR, liaising with journalists and PR companies in the UK and Spain.

Lead Generation and Email Marketing

- Lead generation through the promotion of investment projects, the brand and USPs of the group.
- Compiled and scheduled all email communications.
- Sourced and liaised with companies for external email marketing.

Web Development and SEO

- Created, managed and developed company websites and mini sites – 8 in total. 6 new sites were created and launched whilst I was Marketing Manager involving the creation of the concept, site map, content and approval of design. SEO content production, link building and PPC campaigns.
- Online PR distribution incorporating link building for SEO.

Project Launch

- Managed all marketing activity of a project launch from conception to completion; initial brainstorm of USPs to be communicated through the project brochure, FAQs, mini site, project video, email communications and PR, for lead generation and project promotion.

AYLESFORD INTERNATIONAL PROPERTY CONSULTANTS, Marbella
October 2004 - November 2006

**Marketing Executive /
Office Manager**

WEMPLOY RECRUITMENT SPECIALISTS, Fuengirola, Spain
PRICEWATERHOUSECOOPERS, London, England
MICHAEL PAGE INTERNATIONAL, London, England
LASMO PLC, London, England
K LEGAL, London, England
BDO STOY HAYWARD, London, England
DEUTSCHE BANK, London, England
NOMAD SOFTWARE LTD, London, England
TOWERS PERRIN, London, England
ARCADIA GROUP PLC, London, England
April 1999 – July 2003 (temporary positions)

**Office Administrator
Personal Secretary
Team Secretary
Personal Assistant
Personal Assistant
Personal Assistant
Administrative Assistant
Receptionist
Team Secretary
Team Secretary**

SIMPLY COMPUTERS LTD, London, England
November 1998 – March 1999 & March 1998 – July 1998

Corporate Sales Executive

KLM UK LTD, Stansted Airport, England
August 1998 – October 1998

Customer Service Agent

PAGES CATERING LTD, London, England
October 1997 – March 1998

**Administrative Assistant /
Customer Service**

KEY SKILLS

Computer Skills

General Computer Skills
Microsoft Word & Excel
Microsoft Outlook
Microsoft PowerPoint & Photo Editor
Adobe Indesign & Photoshop

Level

Advanced
Advanced
Advanced
Intermediate
Intermediate

Languages

English
Spanish

Mother Tongue
Good

General Skills

Management & Leadership
Organisation & Coordination
Communication & Negotiation
Attention to Detail
Content Editing & Copywriting (English)
Research Skills
Problem Solving

Excellent
Excellent
Excellent
Excellent
Very Good
Very Good
Very Good