

Michelle Lisa Wright

Senior Marketing Professional

[View portfolio: www.michellelisawright.co.uk](http://www.michellelisawright.co.uk)

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PROFESSIONAL PROFILE

Senior Marketing Leader | Trade, Retail & B2B Growth | Brand, Digital & Commercial Strategy

An experienced and adaptable Head of Marketing with a proven ability to build strong relationships with senior leadership, cross-functional teams and external partners. With over 25 years' experience across manufacturing, distribution and foodservice, I bring a deep understanding of trade, wholesale and retail environments. A practical, hands-on marketer with expertise in brand development, campaign execution and digital transformation, I'm skilled at turning complex ideas into clear, engaging marketing that delivers real results—on time and within budget.

CORE SKILLS

Strategic Marketing Planning [Branding & Corporate Identity](#) Digital Marketing & Automation [B2B & B2C Campaign Management](#) Stakeholder Engagement & Internal Comms [Website UX, SEO & CMS Management](#) Content Development (Print & Digital) [Event Management & Trade Shows](#) Channel & Audience Adaptability [Agency & Supplier Management](#) Team and Budget Management

PROFESSIONAL EXPERIENCE

Head of Group Marketing

The Glazerite UK Group Ltd – Wellingborough | 2022 – Present
Group Marketing Manager, 2015 - 2022

- Built and led a centralised Group Marketing function, uniting operational and functional teams under one brand and strategy.
- Developed and implemented a full marketing strategy aligned with Glazerite's 5-year plan and cultural transformation objectives.
- Managed all internal and external communications to strengthen brand visibility and engagement across digital, print, PR, exhibitions, and events.
- Led a full website transformation and integrated marketing automation tools, leveraging the CRM to create new marketing opportunities and deliver targeted digital assets across multiple channels and audiences.
- Built and delivered range of marketing tools and marketing support service for Glazerite installers to build their brand, enhancing installer loyalty and growth of their business.
- Partnered with the Board and Sales teams to ensure all marketing activity aligned with business objectives and supported strategic performance.

Marcomms Project Manager (Brand)

Tata Steel Europe | 2012 – 2015

- Led brand governance and communication consistency across all European markets, aligning regional teams under a single brand voice.
- Streamlined over 100 agencies to 5 preferred suppliers, improving efficiency and cost control.
- Managed multi-channel B2B campaigns across industrial and commercial sectors with consistent messaging and visual identity.
- Developed comprehensive brand toolkits, templates and training to embed standards across markets through our marketing managers and agencies.

Marketing Executive

Tata Steel (initially Corus Tubes) | June 2002 – Feb 2012

- Managed company rebrand from Corus to Tata Steel and marketing collateral across all UK sites including signage, vehicles and marketing collateral.
- Production of a wide range of content from brochures and datasheets to internal newsletters and communications.
- Built in-house graphic design capability to reduce spend and ensure we could continue to deliver in times of economic pressure on budget..
- Oversaw creative execution, photography, exhibition stands and supplier management.

Marketing Communications Exec

Pauleys (now Fresh Direct) | October 2000 – August 2002

- Managed company rebrand and marketing collateral from traditional WP identity to Pauleys. The business was acquired by Fresh direct shortly after I left.
- Supported sales and account managers with customer proposals, tenders, and bespoke product and customer communications.
- Produced sector-specific marketing materials and internal comms to support business growth.

Marketing Assistant

Pilz Automation Technology – September 1994 – October 2000

- Managed PR, advertising, and exhibition activities for automation technology products.
- Delivered the company's *Spirit of Safety* campaign, creating training tools, resources, and national course materials to promote workplace safety and compliance.
- Supported sales and engineering teams with targeted marketing collateral, technical brochures, and event support.
- Maintained media, competitor, and customer databases to support ongoing campaigns and product launches.

EDUCATION AND QUALIFICATIONS

- HND Graphic Design – The London College | 2008–2012
- Diploma in Marketing (CIM) – Nene University College | 2003
- Certificate in Marketing (CIM) – Stamford College | 1997–1998

REFERENCES

Available on

KEY PROJECTS/ACHIEVEMENTS

MARKETING STRATEGY

Head of Group Marketing - The Glazerite UK Group Ltd

Worked with the Board to shape and deliver a new company strategy, mission and vision aligned to the five-year plan. I translated high-level goals into a practical framework for the business, supported by a structured communication plan that built understanding, engagement and belief. Developed new company values and messaging to help embed the strategy internally before rolling it out to customers and external partners.

DIGITAL MARKETING

Group Marketing Manager - Glazerite UK Group Ltd

Led a series of digital transformation projects to strengthen Glazerite's online presence and customer experience. Delivered a number of complete website redevelopments to improve usability, performance and SEO visibility. Implemented a marketing automation system integrating email marketing, social scheduling and web lead tracking to measure and enhance campaign performance. Developed a suite of digital marketing tools for installers, including a new website CMS enabling fully branded, SEO-optimised sites within days. Development and deployment of asset management system for internal use and to build consistent, on-brand content for our installers to use across their channels to support their digital growth.

BRANDING

Marcomms Project Manager Brand - Tata Steel Europe

As Brand Manager for Tata Steel Europe, I was responsible for ensuring all communications across multiple markets and channels aligned with the new brand identity. Partnered with Procurement to rationalise more than 100 design and photography suppliers down to five strategic partners, improving consistency, efficiency and control. Developed and delivered brand toolkits, messaging frameworks and visual guidelines to help marcomms teams and agencies embed the new brand effectively across Europe.

COMMUNITY ENGAGEMENT

Trustee - Kelly's Heroes

I've supported Kelly's Heroes since 2018, helping to define and establish the charity's brand after it was founded by a close friend and colleague. My involvement has included creating marketing communications and awareness materials for communities and schools, as well as developing sponsorship campaigns to support fundraising and mental health training initiatives. I'm currently working on a new website for them and building email marketing newsletters

The charity's main fundraising comes from major cycling challenges, beginning with John O'Groats to Land's End in 2020, followed by *The Loneliest Road* across Europe and the USA in 2022, and *Rock Bottom*, from Gibraltar to England, in 2025. I've provided extensive support for these events through kit design, sponsorship coordination and marketing campaigns, creating branded materials and digital assets for riders, sponsors and media coverage to maximise reach and awareness.