

Laura

Ellis - Woodley

FINANCIAL SERVICES
MARKETING



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"Laura has been a valuable asset to help promote and grow our brand in the market."

**Thomas Shave, Head of UK Sales
Merchant Money**

Over 10 years' experience creating and implementing the marketing plans of the UK's leading finance, pension & credit providers.

HOW I CAN HELP YOU

My financial services experience, paired with expert marketing knowledge, means I can quickly understand your business requirements and create results-driven strategies that are mindful of FCA regulation.

I can help with:

Strategy & Branding • Customer Journey • Email Marketing • Copy Writing • Direct & Transactional Mail Promotional Materials • Social Media Management • Campaigns • Thought Leadership & Content Creation

EXPERIENCE

2019 to present Freelance marketing consultant

Most recently I have worked with UK SME finance provider, Merchant Money, creating and implementing the marketing plan for their Coronavirus Business Interruption Loan Scheme (CBILS) product offering.

From 2010 to 2018 Various Marketing Roles

Retention Marketing Manager, *Premium Credit*
Marketing Manager, *H&T Finance*

Marcomms Exec, *Legal & General Corporate Pensions*

Assistant Marketing Manager, *Monetise PLC*

Brand Exec, *The Association of Accounting Technicians*

ACADEMIC BACKGROUND

MSc Strategic Marketing (distinction) *Kingston University*

BA (Hons) English Language (2:1) *Lancaster University*

Various digital, web & email and copywriting workshops

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FINANCIAL SERVICES
COPYWRITING



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"We began working with Laura in 2019 to help create our press releases. I was really impressed with the quality of her writing and how quickly she understood our brand."

Luke Jooste, CEO Merchant Money

Over 10 years' experience creating content to suit the marketing plans of the UK's leading finance, pension & credit providers.

HOW I CAN HELP YOU

My financial services experience, paired with expert marketing knowledge, means I can quickly understand your business requirements and write copy that's tailored to your industry.

My writing style is warm yet precise. It's a professional and personable tone that accommodates for compliance.

I can help with:

Press Releases • Thought Leadership • Blog Posts • Case Studies • Proof Reading • Web & Email Content • Social Media Text • Product Copy • Brochures

EXPERIENCE

2019 to present *Freelance Marketing Consultant*

Most recently I have worked with UK SME finance provider, Merchant Money, creating and implementing the marketing plan for their Coronavirus Business Interruption Loan Scheme (CBILS) product offering.

From 2010 to 2018 *Various Marketing Roles*

I have worked in executive and management roles for the AAT accounting qualification, Legal & General Corporate Pensions, Monetise PLC mobile payments, finance provider H&T Finance and insurance premium finance provider Premium Credit.

ACADEMIC BACKGROUND

MSc Strategic Marketing (distinction) *Kingston University*
BA (Hons) English Language (2:1) *Lancaster University*
Various digital, web & email and copywriting workshops

PRICING

My standard rate is £70 per hour but I prefer to price by project. Pricing is dependent on various factors, such as research required or turn-around time.