



Fay Grogan

Senior Marketing Manager

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PERSONAL SUMMARY

Strategic marketing leader with over 10 years of experience driving growth through product marketing and CRM strategy. Proven expertise in shaping brand positioning, optimising user acquisition funnels, and leading data-driven campaigns that enhance engagement and deliver measurable results. Skilled at translating insight into action, leveraging analytics to unlock performance and accelerate business outcomes.

WORK EXPERIENCE

- Marketing Expert Freelance Consultant | Toptal, United Arab Emirates** **Dec 2025 to Present**
 - Selected into Toptal's top 3% global talent network after a multi-step screening process.
 - Supporting clients with end to end campaign strategy, CRM, lifecycle marketing, marketing communications, customer engagement and performance optimisation.
- Product Marketing Manager | Lloyds Banking Group, London UK** **Mar 2022 to Sep 2025**
 - Delivered £52M+ incremental revenue and achieved 120% ROI by identifying and targeting 200k high-value customers with personalised multi-channel campaigns.
 - Designed high-converting creatives and audience segmentation strategies, achieving 121% of annual business targets.
 - Spearheaded bank's first joint product campaign, outperforming industry CTR benchmarks by 365%. This work was shortlisted for a DMA award in the UK.
 - Leveraged A/B testing and optimisation tools for a 1630% increase in CTR.
 - Partnered with teams to reduce campaign delivery times by 95%, allowing increased outreach to 84k customers and boosting CTR by 55%.
 - Recruited a high performing team, with 33% in the top 10% of the company and 16% securing internal promotions.
- Assistant Marketing Manager | Lloyds Banking Group, London UK** **Jun 2017 to Mar 2022**
 - Orchestrated FCA-compliant communications reaching 2.1M+ customers, ensuring consistent on-time delivery and legal adherence.
 - Enhanced go-to-market strategies for SMS and push notifications, meeting accelerated timelines and compliance measures.
- Marketing Executive | Lloyds Banking Group, London UK** **Oct 2015 to Jun 2017**
 - Managed a £3M segment-specific regional marketing plan across 3 UK nations, youngest lead to handle this mission.
 - Directed the "For Your Next Steps" rebrand, creating over 100 usable imagery assets.
- Executive Assistant | East Sussex County Council, Lewes UK** **Jan 2012 to Oct 2015**
 - Enhanced support across departments, focusing on Governor Services, Marketing and Educational Improvement.
 - Contributed to reducing underperforming schools by 50%, improving local student opportunities.
 - Managed organisational projects with multifaceted interests, achieving milestones efficiently.

EDUCATION

- Diploma in Marketing Communications | The Media College, London UK** **2015 to 2017**
Level 4 Higher Marketing (Chartered Institute of Marketing)
- Business Administration Level 3 | Sussex College, Lewes UK** **2013 to 2014**
Business Administration
- Business Administration Level 2 | Sussex College, Lewes UK** **2012 to 2013**
Business Administration
- Advanced Level & General Certificate of Secondary Education | Uckfield College, Uckfield UK** **2004 to 2011**
3 A-Levels (Grades A-C), 8 GCSEs (Grades A-C)

SKILLS

- Cross Functional Collaboration
- AB Testing & Optimisation
- Segmentation & Personalisation
- Data Driven Decision Making
- Integrated Campaign Management
- Microsoft Suite
- Figma & Canva
- Team Leadership & Development
- Google & Adobe Analytics
- PowerBI, Jira & Tableau
- Creative Briefing & Agency Management
- Customer Journey & Lifecycle Management

LANGUAGES

English (UK) Native