

Ben Parker

Freelance marketing support for specialist and professional publishers

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Key skills

- Direct marketing specialist
- Copywriting that sells for both print and digital
- Trade sales support and publicity material
- Full marketing campaign service from planning through to delivery
- Flexible, hands-on approach

Expertise and experience

- Multi-channel campaign know-how. This includes all aspects of direct mail, email marketing, subscription and renewal campaigns, digital and search marketing, display advertising, inserts and database marketing
- Clear understanding of the professional publishing process and the marketing requirements at all stages of the publication cycle
- Multi-phase renewal marketing utilising advanced digital print methods
- Telesales campaign management: list selection, campaign briefing, call monitoring etc
- Extensive network of marketing service contacts and suppliers including graphic designers – both digital and print, mailing houses, list brokers, print suppliers and display sales
- Publishing PR and book review campaigns
- CRM and database marketing
- Search marketing using paid-for and natural SEO
- Affiliate marketing and contra-deal negotiating
- Budgeting and accurate project costing

Previous employers include

- Bloomsbury Professional (as was Tottel Publishing) – Marketing Manager. *4 years*
- BMW Group – Internal communications and events. *1 year*
- Pavilion Publishing – Direct marketing. *4 years*
- Sports Pavilion – Marketing and trade sales. *1 years*

Samples, testimonials and references available on request.

