

Caroline Robinson MCIM CMktr

Profile

Commercially driven Head of Marketing with over 17 years of experience leading strategic marketing functions. Proven ability to deliver brand transformation, customer acquisition, and digital innovation.

Adept at managing multi-million-pound budgets, building high-performing teams, and aligning marketing strategy with business growth goals. A trusted board-level contributor with a sharp focus on ROI and customer experience.

Key Achievements

- Led national marketing strategy for Tilia Homes, managing a £4M budget and delivering 1,700+ monthly leads.
- Orchestrated company-wide rebrand and developed unified marketing collateral across 28 developments.
- Launched a new website with 20% MoM performance improvement and integrated CRM & LiveChat systems.
- Negotiated industry-first partnership with Google Nest; executed B2C campaign seen by 14M+ people.
- Developed and implemented CRM systems managing 15,000+ contacts, enabling targeted engagement.
- Delivered fundraising campaign raising £100K through strategic charity partnerships.

Core Skills

Strategic Marketing | Brand Development | AI in Marketing | Team Leadership | Budget & ROI Management | Digital Campaigns | CRM Strategy | Lead Generation | Stakeholder Communication | Multi-Channel Marketing | Event Management | Website Optimisation

Experience Snapshot

- **Head of Marketing, Tilia Homes** (Jul 2021 – Sep 2024)
Board-level leader overseeing national strategy, brand, and digital transformation.
- **Head of Marketing, Kier Group, Residential** (Jul 2016 – Jul 2021)
Owned brand strategy and executed nationwide campaigns, driving engagement and business growth.
- **Regional Marketing Manager, Savills** (Sep 2015 – Jul 2016)
Directed marketing for 13 offices and supported major acquisitions and integrations.

Education & Credentials

- BA (Hons) Consumer Marketing – Leeds Metropolitan University
- The Chartered Institute of Marketing - Level 6 Diploma
- AI in Marketing - The Chartered Institute of Marketing Certificate
- Improving Customer Experience & Introduction to Digital Marketing - The Chartered Institute of Marketing Certificate