

# Michael Hudson

## Multi-channel Marketer & Creative Project Manager

### Work Experience

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#### **Marketing Manager | Miller Homes**

April 2024 - May 2024

Managing all commercial and strategic marketing activities for the East Midlands and South Midlands regions. Data driven decisions to optimise marketing activity that generates and nurtures new leads. Responsible for market analysis, managing budgets and liaising with external agencies and senior management across departments.

#### **Senior Group Marketing Executive | Avant Homes**

February 2022 - March 2024

Taking a 'whole company' perspective and ensuring the capable execution of Avant Homes campaigns, and brand and marketing strategy. Instrumental in achieving an 83.3% increase in leads through the successful roll out of a new website and brand refresh. Responsible for email & content creation, reporting performance to senior stakeholders, planning corporate events and liaising with external agencies to oversee resource management, budgets, SEO and PR activity.

#### **Senior Marketing Executive | Specialised Canvas Group**

August 2020 - February 2022

Formulating impactful digital marketing content as part of the online strategy. Taking a leading role in the planning, execution, and optimisation of all B2B trade marketing including website design, email, and automation of communications throughout the customer journey. Projects and campaigns in 2021 led to an 85% YOY increase in web visitors and a 43% YOY increase in average session length.

#### **Content Manager | Tutorful**

August 2019 - June 2020

Creating a uniform voice, tone and style for all internal and external communications for the private tuition marketplace. Scheduling email campaigns that led to 86% YOY growth in enquiries via email.

#### **Senior Public Relations Officer | Medilink North of England**

February 2019 - August 2019

Building communication strategies for key services and departments of Medilink and for PR clients. Reshaping of email and social communications, leading to a 30% YOY increase in visitors.

#### **Learning Platform Manager | Office Friendly**

February 2018 - February 2019

Successfully set up and launched a new e-learning and resources hub. Promoting the platform and creating interactive and downloadable content for skills development.

#### **Senior Marketing Account Manager | Office Friendly**

February 2016 - February 2018

Developing the strategy for all marketing channels for Office Friendly and 10+ SMEs across the country. Creating written copy, layout, and design for all stages of communication. Planning and promoting corporate events and exhibitions for 200+ delegates

*I'm a highly extroverted individual with a passion for building connections and fostering collaboration. I thrive on creating and contributing to impactful marketing campaigns that deliver measurable outcomes, and not just output. I'm also eager to learn and grow through dynamic marketing experiences.*

## Education

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BA Public Relations & Media - 2;1  
Sheffield Hallam University  
2011 - 2014

A Levels in English Literature & Language (A),  
Media Communication (B), Applied Business  
Studies (C)  
St Peter's School Sixth Form

## Volunteering & Interests

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**Butter Side Up Theatre Company**  
*Founder & Treasurer*

Amateur performing arts group in Sheffield.  
Planning and promoting theatre and comedy  
events since 2016. I've written & directed several  
productions and also performed to sell out  
audiences at Leadmill in 2023 in American Idiot:  
The Musical

**Sheffield Vulcans RUFC**  
*Founder & Chair*

*LGBTQ+ inclusive rugby club in Sheffield.  
Leading the committee since 2017 in growth of  
Union and Touch teams. Also representative for  
International Gay Rugby. Winners of IGR Northern  
League 2021/22 & 2023/24*

## Contact

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Based in Chesterfield  
Full clean drivers licence

## Achievements

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Additional online courses:  
Google Analytics for Beginners  
Adobe CC Masterclass: Photoshop, Illustrator,  
XD & InDesign  
The Complete Copywriting Course: How to Sell  
Like a Pro

## Skills & Expertise

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Marketing Strategy  
Content & Copy Writing  
Campaign Creation  
Digital Marketing  
Event Planning  
Data Analysis  
Graphic Design  
Social Media Marketing  
Customer Experience  
Time Management & Multitasking  
Public Speaking

## References

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**Alicia Hattersley**  
Group Marketing Manager, Avant Homes  
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**Simon Butterworth**  
Marketing Manager, Specialised Canvas  
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