



THOMAS CHITTY

Marketing &
Communications Manager

PERSONAL PROFILE

I'm a passionate and versatile marketer who is looking for my next challenge in my career. Working at BMW Group over the last 10 years has helped develop my experience across a wide range of marketing channels and I'm keen apply that experience within a new role. I'm an extremely hard worker who has an inquisitive mind and takes pride in delivering outstanding content for a premium brand.

PROFFESIONAL SKILLS

- Creative problem-solver
- AGILE Project management
- Lean Six Sigma Process Improvement
- Strategic thinker
- High attention to detail
- Excellent communicator
- Strong leadership skills
- Budget management >500k
- Extremely focused

CONTACT DETAILS

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EMPLOYMENT HISTORY

INTERNAL COMMUNICATIONS & ENGAGEMENT MANAGER

BMW Group Financial Services
April 2023 - Present

- Create & publish inspiring campaigns that drive the org. strategy, vision and goals to build a deep understanding across the business' direction
- Drive visibility of the management committee and senior leaders across the business, supporting them as effective communicators

RETAIL COMMUNICATIONS & PERFORMANCE MANAGER

BMW Group Financial Services
April 2020 - March 2023

- Developed Retailer communications strategy increasing overall engagement by over 220%
- Managed multiple stakeholders to implement a weekly newsletter driving 30% traffic towards Financial Services engagement each week
- Delivered 3 national Retailer events to 120 delegates, sharing best practice and driving performance within the Retailer Network
- Launched Webchat service to reduce waiting times, on average receives 250 sessions every week resolved within 5 minutes
- Designed a digital tool that manages Retailer actions, identifying key development opportunities in supporting the Retailer network

BMW FINANCIAL SERVICES MARKETING

BMW Group Financial Services
May 2017 - March 2020

- Established digital strategy to improve online brand experience improving lead generation by 40%
- Co-ordinated tactical marketing campaigns for both national brand and Retailer Network, producing over 200 marketing assets every quarter
- Delivered 15+ corporate events up to 250 delegates across the Retailer Network & BMW Group employees
- Launched 10+ new car product launches & finance awareness campaigns across print, media and various digital channels by managing 7 marketing agencies

*** FOR FULL EMPLOYEMENT HISTORY, PLEASE VISIT MY LINKEDIN PROFILE***

EDUCATION

CIM | THE CHARTERED INSTITUTE OF MARKETING

Basingstoke College of Technology
2012 - 2014

NVQ Lvl 3 | Introduction in Marketing B
NVQ Lvl 4 | Professional Certificate in Marketing C

SHAW ACADEMY

2016 - 2017

Diploma in Social Media Marketing
Diploma in Digital Marketing

GOOGLE DIGITAL GARAGE

2018 - 2019

Fundamentals of Digital Marketing

CORE EXPERIENCE

- Campaign Management
- B2B & B2C Experience
- CMS Management - AEM / Liferay
- Adobe Photoshop CC
- Adobe Premiere CC
- Google Analytics & Adobe Analytics Experience
- Social Media Marketing - Facebook / Instagram / LinkedIn / Youtube etc.
- Digital Display Ads