
Charlotte Hulton

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Highly skilled in marketing, admissions, communications, strategic planning and sales, with extensive experience in stakeholder management, committee support, and organisational excellence. Proficient in influencing senior leaders, delivering high-quality outcomes, and fostering effective relationships across diverse environments.



Skills

- Strong organisational skills with exceptional time management and ability to prioritise tasks.
- Excellent written and verbal communication.
- Proven ability to manage multiple priorities and deliver high-quality results under tight deadlines.
- Effective at building and maintaining relationships with a variety of stakeholders.
- Experienced in governance best practices and understanding of governmental operations.
- Autonomous and proactive in project initiation and management.
- Detail-oriented with a meticulous approach to record-keeping and compliance.

Experience

OCTOBER 2019 - PRESENT

Sales & Marketing Lead

The Stickman Consultancy, Hale, Manchester

- **Sales & Marketing Strategy**
 - Development and management of the organisation's Sales & Marketing Strategy. Continuous focus on brand building, driving sales growth and the effective roll-out of the strategy throughout the year.
- **Lead Generation and Content Marketing**
 - Implementation of lead generation activities year-round. Managing content marketing, overseeing social media, email campaigns, blogs, and SEO-optimised website content. Building partnerships and robust relationships with industry organisations and trusted partners to foster collaborative growth.
- **Client Happiness Champion**
 - Integral in building a company culture committed to client happiness through ongoing nurture of leads and clients via a 'no holds' barred approach to surprise and delight activities aimed to wow, build trust and provide value to these stakeholders.
- **Team Leadership and Performance Evaluation**
 - Management and care of a sales and marketing team, conducting bi-annual performance appraisals and driving team success. Meeting annual sales targets, reporting on sales and conversion rates, and evaluation of marketing activities at termly and annual Strategy & Growth meetings.

DECEMBER 2012 – SEPTEMBER 2019

School Development and Primary Liaison Officer **Sale High School, Sale, Manchester**

- **Operational Strategy**
 - Oversaw management of the school's on/offline profile, admissions process, Ofsted compliance and events, balancing multiple priorities and delivering high-quality outcomes. Implemented and managed the school's social media strategy, enhancing community engagement.
- **Stakeholder Management**
 - Built and maintained strong relationships with internal and external stakeholders, including local authorities, primary schools and educational bodies. Actively engaged with senior leaders to influence and support decision-making processes.
- **Governance and Committee Support**
 - Managed the school's strategic communications, ensuring key priorities were communicated effectively internally and with external stakeholders. Provided support for various school boards and committees, ensuring accurate and timely information flow and record-keeping.

NOVEMBER 2004 – DECEMBER 2012

Communication & Involvement Manager **Salford City Council/Salford**

- **Strategic Communication**
 - Led the design and content for all marketing materials and internal/external communications, ensuring clarity and consistency. Produced key documents and speeches for strategic directors, contributing to national conference presentations.
- **Governance Best Practice**
 - Managed the Council's 'Beacon status' for good practice in working with vulnerable adults, ensuring governance standards were upheld. Coordinated communication strategies to ensure key messages were effectively conveyed to service users.

JUNE 2002 – NOVEMBER 2004

Business Development Coordinator **The Projects Partnership/ London**

- **Project Coordination**
 - Managed the marketing and delivery of the firm's training portfolio, including organising national training events. Ensured the consistency and accuracy of all external communications, contributing to the firm's reputation for quality training services.
- **Tender Preparation**
 - Shortlisting relevant tenders and preparing all related documentation and final submissions.

Education

SEPTEMBER 1998 - JUNE 2002

BSc International Business and French

Aston University/ Birmingham

2:1 (Hons), including a year living and working in France. During my time abroad I completed a placement with Airbus in Toulouse and EADS Sogerma in Bordeaux.

SEPTEMBER 1991 – JUNE 1998

Derby High School for Girls/ Derby

A Levels in English (B), French (B), German (B)
10 GCSEs grade A*-C including English and Maths

Personal interests

- **Running**
 - Actively improving my 10k time while training for longer distances, pushing my endurance and performance limits.
- **Reading**
 - Immersed in the works of Jeffrey Eugenides, exploring his intricate storytelling and complex characters.
- **Listening**
 - Engaged with Radio 4's Woman's Hour, staying informed and inspired by diverse topics and voices.
- **Contributing**
 - Parent Governor, including resources committee, academisation committee and admissions working party
- **Travelling**
 - Excitedly planning my next adventure to Talamanca, Ibiza, seeking new experiences and cultural insights.