



CIM

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Institute of Marketing

How to be hugely successful in marketing: a careers event for all marketers

21 October 2015

Speak Biographies

Camilla Mazzitelli

Before moving to the UK Camilla graduated from LUISS University of Rome with a BSc in Economics. She then undertook an MSc in Global Marketing from The University of York in 2014 and graduated with a Merit.

Her first job in marketing was as a Social Media and Content intern with a start-up digital media-sharing company called Clowdy. Soon after Camilla began working for an online beauty product retailer as a Marketing Manager, where she coordinated a team of 6 people across 8 countries. In May 2015 however she re-launched her career and moved agency side as an Account Executive for JWT Manchester.

Jack Watkins

After completing his undergraduate degree in Human Geography from University of Sheffield in 2012 Jack moved to Shanghai, China. During that time he worked in business development and marketing roles whilst also leading several charity projects within North Korea and China. After moving back to the UK Jack then completed an MSc in Global Marketing on a full scholarship from the University of York, graduating with a distinction in 2014. Following this he has undertaken a brand and digital marketing internship with Experian in London and now works in FMCG as an assistant category manager for SCA in Manchester.

Christina Morrison

Christina is a highly skilled marketing professional with over ten years' experience in a variety of consumer facing and business to business roles. She started at the Big Word in September 2013 as a marketing executive and her hard work, creativity and dedication had meant that she has accelerated through the business with multiple promotions over a short space of time. The latest promotion has seen her moving to take over the entire marketing department overnight.



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Christina has recently completed her CIM Diploma and is a member of the CIM Mid Yorkshire team.

Lawrence Christensen

Lawrence is Group Marketing Director at Benenden, an award-winning health and wellbeing provider with a community of over 900,000 people across the UK. In this role held since 2013, he has developed and overseen the delivery of a vastly changed marketing strategy, in particular the move from a house of segmented, branded products to a single brand delivering integrated products. This included bringing to market new insurance products which diversify Benenden's traditional healthcare offering. He has also taken the lead in introducing a new stakeholder engagement approach within Benenden, which includes political lobbying at national and international level. Lawrence has over 18 years of corporate & multi-platform marketing experience across the private, public, mutual and voluntary sectors. Previous roles include Head of Communications & Strategy at Benenden and Head of Media Relations at the British Library as well as earlier roles at Help the Aged, the Home Office, Grayling Public Relations and Safeway.

Jane Bytheway and Jennifer Potter

Jane Bytheway and Jennifer Potter share ideas from their Stepping Up programme, which has been crafted from their combined 35 years of leadership and coaching experience. Between them, they have worked on both client and agency sides, and have led teams large and compact, under significant pressure, in fast-paced industries. They know first-hand what it takes to truly inspire and motivate others. They are passionate about people, and people development, and are well regarded executive coaches up to Director level as well as experienced trainers and inspirers of others. They bring a fresh and engaging approach that includes cutting-edge thinking that enables clients to achieve outstanding results.