AMANDA MUSCAT

Marketing & Growth Professional

Available for freelance contracts and project work

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PROFILE

I'm a commercially minded marketing strategist with 20+ years' hands-on experience helping consultancies, technology firms and founder-led businesses sharpen their positioning and build marketing systems that drive real growth.

My strength lies in connecting strategy to execution — from brand repositioning and CRM design to lead magnets, campaigns and thought leadership content. I build structured marketing engines that convert.

VIEW MY EXPERIENCE AS A DIGITAL PRESENTATION

EXPERTISE

- Brand repositioning and full rebrands
- CRM strategy (HubSpot specialist)
- Lead generation systems
- Campaign and content strategy
- Thought leadership positioning
- Go-to-market strategy
- Tender strategy and major contract wins

TOOLS

- HubSpot
- Canva
- Riverside FM
- LinkedIn Ads
- Google Ads, GA4
- AI tools
- Systeme.io
- Pipedrive
- Interact
- Wordpress

TRAINING

CIM –Digital Marketing & Social Media
Strong Brand - Social Media
Cranfield Uni - Strategic Marketing
Miller Heiman - Strategic Selling®
HudsonK - Social Media Marketing
CITI - Programme Management
CITI - Stakeholder Engagement
CITI - Making Projects Work
CIM – Advanced Certificate

EXPERIENCE

2012-current



BRAND DYNAMIX, CONSULTANT

Brand Dynamix is my own company through which I have been working as an independent branding and digital marketing consultant - www.branddynamix.co.uk.

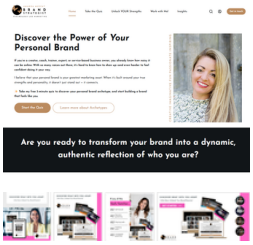
2000-2012



CITI - FOR PROJECTS AND PROGRAMMES, MARKETING DIRECTOR

As Marketing Director, I led the firm's growth strategy, driving £1m+ in annual new business consistently over 8 years. Managed a £200k annual marketing budget, I oversaw brand positioning, the lead generation team, and business development initiatives. Invited board shareholder along with 2 other members 2009–2012, sold my equity and continued as a retained marketing consultant for a further 19 months.

Alongside client work, I've built and launched my own high-performing digital assets — including a personal brand archetype quiz that has generated 16,000 hits, and offers short online courses for creators, coaches and service-based founders.



PERSONAL BRANDING PLATFORM

- Designed and built end-to-end funnel: traffic → quiz → results → automated email nurture → conversion into online courses, and integrated flow across four platforms
- Developed 12 low ticket online course pathways -"Personal Brand Activation Kits" to align with results
- High conversion rates 16,000+ views, 50% starts, 37% completions, 21% leads, 72%+ email open rate. www.amandamuscat.com

SELECTED CONTRACT EXPERIENCE

PARENT & PROFESSIONAL (2021–Current)
Fractional Marketing Lead (3 days a week)

- Built fully integrated HubSpot CRM and automated nurture journeys
- Generate 80+ qualified new business meetings annually via community-led email strategy, google ads and website enquiries - **leading to 17 new clients in 2025**.
- Delivered 440+ inbound leads in the past 12 months via lead magnets
- Launched "CPO Talk" podcast in 2025 featuring Chief People Officers family friendly culture stories (15 episodes, 30+ planned), launched a summit for CPOs in January 26.
- Produced 12+ thought leadership reports from roundtable events
- Manage Google Ads & Analytics optimisation
- Designed a Parental Transition Coaching course within Systeme.io, creating structured digital learning journey for coaches

Commercial Impact:

- Prepared and won major tenders including UK-wide NHS Framework, Government Audit Office and Big Five consultancy contracts.

Feedback (from 2022)

"Amanda has completely transformed our brand! We now feel fully aligned with our audience and confident in how we show up. Feeling super proud of our new website and all the marketing materials Amanda has worked on. It's already making a huge difference to the number and quality of leads we are getting through." ***Helen & Henriette, Co-Founders, P&P Coaching***



Creative & Brand Ownership:

- Create all brand graphics, social media assets, podcast editing lead magnets, proposals, case studies, reports, videos and marketing collateral
- Revised and redesign all client and coachee materials
- Maintain visual consistency and brand identity across all channels

Award Entries Prepared:

- Personnel Today HR Consultancy of the Year – Winner 2023
- Global Entrepreneur of the Year – Finalist 2024
- CIPD Awards – Finalist 2025

SELECTED CONTRACT EXPERIENCE

AGILE CHANGE MANAGEMENT (2021-2023)
Fractional Marketing Lead (3 days a week)

•Migrated database from Mailchimp to HubSpot, implementing structured CRM segmentation and automation
•Increased subscriber database by 25% through targeted nurture workflows
•Led restructuring of end-to-end customer journey architecture and internal marketing systems to improve operational efficiency and secure successful quality audit approval
•Designed and launched topical marketing webinars attracting up to 750 registrations per event
•Introduced integrated campaign strategy across website, events and thought leadership

Digital & Platform Development:
•Led redevelopment of key website areas including dedicated events hub, insights section and streamlined course booking journey
•Managed social media engagement to align with campaign objectives and brand positioning.

Thought Leadership & Market Positioning:
•Designed new carve-out brand and digital learning platform (Capability for Change)
•Researched, branded and launched annual global Change & Transformation Benchmarking Survey to engage Heads of Practice

"Amanda came at just the right time for my business, putting structures and processes in place which enabled us to pass a quality audit. Her re-structuring included upgrading our CMS to Hubspot and identifying other apps that has enabled us to work smarter. She is a phenomenally hard worker and totally committed to getting things right.

She really cares about what she is doing and ensuring she gets excellent results. She has genuine excitement for increasing the size of the marketing database or the number of people booking on an event. Amanda has an excellent eye and will update your look and modernise your image in your market. If you can secure her services, you will be very lucky."



Melanie Franklin, Founder, Agile Change Management

SYNGROUP (2017–2022)
Fractional Marketing Lead (3 days a week)

Led UK marketing and business development strategy for European efficiency consultancy (HQ Austria; offices across Europe and UK).

Market Penetration & Commercial Impact:
•Developed differentiated propositions for two strategic UK segments: Private Equity and Manufacturing.
•Secured meetings with 77% of UK private equity target firms through targeted strategic outreach
•Secured meetings with 59% of UK maufacturing target firms through targeted strategic outreach

Marketing Infrastructure & Campaign Strategy:
•Supported global HubSpot implementation
•Built and segmented the UK target market database to support focused outreach and lead generation
•Designed LinkedIn-led digital campaigns combining video content, white papers and consultant insight to drive inbound leads
•Created and produced all campaign assets to attract senior-level engagement and lead conversion

Jeff Taher, UK Managing Director

URGTECH (2015–2017)
Global Marketing Manager (2 days a week)

Led development of strategic market segmentation and digital marketing strategy across Europe, North America and Australasia for FM maintenance SaaS platform.

Brand & Strategic Market Development
- Defined and categorised priority client segments across facilities management and enterprise markets
- Developed structured proposition framework to improve targeting and positioning
- Led full brand refresh and global website relaunch
- Built and structured global prospect database within Pipedrive

Lead Generation & Campaign Delivery
- Implemented coordinated campaign across UK, North America and Australia
- Produced case studies and sector-specific content to strengthen credibility and conversion
- Managed UK-based PR and telemarketing resource to drive follow-up and pipeline progression

Thought Leadership & Demand Generation
- Designed and launched capability assessment benchmarking survey & report for Facilities Managers to generate traffic, industry engagement and qualified leads

Graeme, Done UK Managing Director

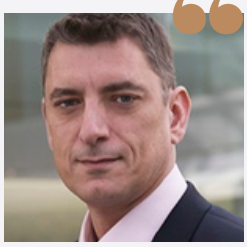
PA CONSULTING GROUP, GO-TO-MARKET CONSULTANT (2015-2017)
Go-To-Market Consultant (3 days a week)

•Articulated and launched the value proposition for a new service line within the Programme Implementation Practice
•Built internal and market awareness across sectors, territories and service lines
•Developed an internal campaign to encourage collaboration across practices and unlock cross-sell opportunities within existing clients

Commercial Impact:
•Launched executive benchmarking and networking event in partnership with The Project Academy (TPA) (another contract I managed at the time).
•Identified a joint bid opportunity through a LinkedIn club set up as part of this event with the cabinet office.
•Initiated strategic partnership between PA Consulting and TPA to support the bid - produced a £10m Cabinet Office contract (5-year award, announced May 2015) This contract is still in place today, 2026.

"Amanda is an exceptional strategic marketing professional with a keen ability to identify and capitalise on new business growth opportunities.

Her strategic and creative thinking are unparalleled, and she has a proven track record of successfully navigating consultative propositions. I highly recommend Amanda for any role that requires exceptional problem-solving skills, strategic thinking, and a strong track record of success. She is a pleasure to work with and always strives for excellence in everything she does."



Simon Green, Managing Partner, PA Consulting Group

EMPLOYED EXPERIENCE

CITI - FOR PROJECTS AND PROGRAMMES (2000-2012)
Marketing Director & Board Member
(Employed 2000 -2012 | Shareholder 2009–2012)

- Board-level leader responsible for marketing, brand and new business growth
- Led company-wide rebrand, repositioning CITI from education provider to high-value propositional-led consultancy
- Delivered £1m+ annual new business contribution over eight consecutive years
- Managed £200k annual marketing budget with direct ROI accountability

Commercial Wins & Client Engagement

- Authored and secured major tenders winning contracts with BBC, Magnox, Department of Work and Pensions, Barclaycard, Zurich, Westminster City Council, RWE Energy, European Securities and Markets Authority. Authored winning tenders with Civil Service Learning £1m+, Highways Agency, Lewisham Council.
- Generated £4.5m+ in new customers (2001–2003) through integrated presence-based campaign
- Founded and scaled the Centre for Excellence Club — a senior executive networking forum focused on strategic business change. Secured and delivered networking meetings at Coutts & Co, BBC, Network Rail, Royal Bank of Canada, Santander, M&G Investments, Allianz, Legal and General, Aviva, BAA, BAE Systems, BG Group, AXA, Financial Services Authority.

"Amanda is the best marketing professional I have worked with, in many years of experience with companies both large and small. She is both highly creative and extremely professional in everything she does. She understands how to develop a brand and a message, and communicate it consistently through multiple channels, "physical" and "digital" - with feedback to ensure it is received and understood. A very "people oriented" person, she excels at working with you to tease out exactly what you want to communicate, and how best to say it. Amanda is a pleasure to work with and I have no hesitation in recommending her."



Geoff Vincent, Consultant, CITI

Awards Supported:

- Supported joint client submissions to the APM Programme of the Year Awards, contributing to back-to-back wins with Eurostar (2009) and Remploy (2008).

Leadership & Team Management

- Led and developed marketing and new business team, including recruitment and coaching of Business Development Managers
- Managed cross-functional collaboration with consultants to craft proposals and client solutions
- Managed large-scale consultant recruitment campaigns, annual company overnight event for 100 people with team building and entertainment

Highlights: Successful planning and management of 'presence campaign' which generated 34 new customers worth over £4.5 million from 2001-2003. In January 2006 one of these clients awarded CITI a new contract for £1.5m annually extended over 7 years.

AQUABAR (2020-2012)
Marketing Manager

A firm of professional consultants dedicated to providing practical IT solutions. With expertise and in-depth understanding of AS/400 platforms they provided services to bespoke and connect ERP package software.

Marketing Infrastructure & Brand Development

- Built the company's marketing function from the ground up
- Managed design and development of company website
- Designed CRM data architecture within ACT to structure prospect tracking and reporting
- Produced targeted marketing materials in collaboration with technical directors
- Sales & Lead Generation Management
- Recruited and managed team of four telemarketers
- Designed and executed structured telemarketing campaigns with defined targets
- Organised conferences, exhibitions and proprietary client events to generate pipeline
- Developed telemarketing scripts aligned to sector positioning and campaign objectives

Highlights: Generating new business worth a total of £851k from June 98 to May 99. Launching the first client networking conference in which we facilitated the comparison of three of the biggest selling ERP packages JE Edwards, JBA and Coda.

PROJECTS

A selection of branding and marketing projects from my portfolio of work.

BRAND DEVELOPMENT





AWARDS





COURSE DEVELOPMENT





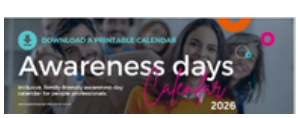


PODCASTS WITH END OF SERIES REPORT





TRAFFIC LEAD MAGNETS





VALUE PROPOSITION DESIGN



LINKEDIN VIDEO ADVERTS

