





CONTACT ME AT

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 @wendyblanton

WENDY BLANTON

COVER LETTER

I'm an ambitious, enthusiastic leader who doesn't mind getting stuck in working to deliver results. I've managed and built teams, working with start-ups to global companies.

Empowering people and developing go-to-market strategies and growth through an omni-channel approach to product and marketing are my strong points. During my career, I've grown products from beta testing to scale-up. I've also built valuable relationships at board level and with investors.

Working for a fintech payments' scale-up, my current role includes partner enablement at both an acquisition level and through activation opportunities with partner affiliates. Building strong relationships with existing partners to create partner sales toolkits as well as creating processes to deliver partner-led growth across the business with a partner enablement playbook to growth lead generation from within our partnership funnel.

Dual citizen, I have worked in both the US and the UK, as a lead in product, sales and marketing as well as operationally setting up offices for a UK company in San Francisco, Chicago and Washington DC. I am legally able to work in the US and UK.

I've also co-founded the UK's first site dedicated to parents and carers of tweens at wearetwixt.com and have delivered parenting workshops to British Gas and John Lewis Partnership parenting networks.

As a Bloom mentor, I work with women in the fields of marketing and communications to nurture their careers. I am also both Level 3 First Aid qualified and Level 2 Mental Health First Aid qualified. I'm also a certified CrossFit instructor.

In short, I'm passionate, engaging and get stuff done.

Thank you so much for your consideration.

Kind Regards,

Wendy Blanton

I AM LEGALLY ABLE TO
WORK IN THE UK AND USA.



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SKILLS SUMMARY

- Growth Marketing Strategy
- Partnership Enablement Strategy
- Product Marketing
- Buyer Mapping
- Brand and Content Strategy
- Channel Deployment
- Web3 / Metaverse / NFT Community Strategy
- Organic and Paid Growth
- Public Relations
- Content Management Systems
- Microsoft Office
- Adobe package
- Analytics Applications
- Email Marketing
- LinkedIn Recruiter and Navigator
- Notion, Asana, Jira, Team Gantt, Monday

WENDY BLANTON

SENIOR GROWTH LEADER

A 15+ years experienced, commercially focused Growth Leader with the ability to build and lead sales, marketing and client partner teams. Adept at creating resonating stories that grow brand loyalty throughout the buyer journey. Devoted to positive leadership, building strong work culture and motivating teams to deliver at peak performance. Passion for empathetic leadership through coaching and mentorship.

WORK EXPERIENCE

Partnership Growth

viva.com, London | 2023-current

Cross-functional leader growing partner pipeline | Growth strategy across partners, relationship building| Create Partnership Trifectas to drive wider outreach and success using several commercial models | Develop GTM strategies across hardware, software and service partners | Team management | Liaise with marketing team to develop omnichannel event and brand messaging

Product Consultant

Hertility, London | 2023

Cross-functional leader building GTM and wider delivery for first Menopause product | Coordinated teams across Growth, Product, Tech and Medical Research| Built acquisition and activation strategy globally | Built solid Pilot strategy including delivery from concept to beta and beyond.

Chief Growth Officer

Cult, London | Dec 22- July 2023 | 9m contract

Managed Marketing and Client Success teams | Legal liaison with clients and agencies in Web3 | Built Metaverse Beauty Week | Performance marketing focus | Proven PR coverage building brand and reputation with over 1.5 billion impressions | Affiliate and agency partnership marketing

Marketing Director

Vyne, London | Aug 22 - Dec 22 | 6m contract

Go to market strategy| Sales enablement strategy | Event planning and strategy | | C-Level and Board level relationship management | Lead generation | Marketing operations | focus group based, UX driven product strategy| B2B2C strategy | Team building and hiring

CERTIFICATES AND AWARDS

- Level 7 Strategic Leadership Certification
- Workplace Level 3 First Aid qualification
- Mental Health First Aid Level 2 Qualification
- Google Analytics Advanced Certification
- SEMrush Local and SEO Exam Certification
- Hubspot Inbound Marketing Certification
- Hubspot Sales Certification
- PTTLS Training
- Demand Generator Award 2017

TRAITS

- GSD (Gets Stuff Done)
- Research-driven
- Collaborative Problem-solving
- Ambitious Leader
- Commercial Awareness
- Well-Organised
- Motivated
- Team Player
- Emphathetic

OTHER PURSUITS

- Co-founder of twixt
- Mentor for Women in Communications
- Travelling
- CrossFit Level 1 Coach
- Food (all)
- Outdoor anything!

WORK EXPERIENCE (CONT'D)

VP Growth (2022) VP Product (2021)

KodyPay, London | June 2021- August 2022

Start-up mentality |board level leading investor and C-level conversations| responsible for growth strategy, sales and marketing teams | referral, reseller and community relationship management | | CXO team | lead generation | operations | proven growth track record with product from beta testing to scale-up | focus group based, UX driven product strategy| B2B2C strategy

Senior Digital Marketing Consultant

Freelance Consultant, US and EMEA | May 2019 - June 2021

Developed and implemented successful projects and strategies for a number of clients across B2B and B2C sectors | Created content strategy for global brands in US, UK and EMEA | Social Media strategy including crisis management, social listening and influencer strategy | Built and managed marketing teams

Global Marketing Consultant

Native PR, London | March 2018 - April 2019

Lead Generation content strategy | Identified Social Media opportunities | PR Strategy | Content Creation | Email Marketing Campaigns | Content Strategy and Execution | Social Media Calendars & Content | White Papers | Product Launch Campaigns

Global Operations Manager, US + EMEA

Ledger Bennett, London | July 2015- March 2018

Led US business expansion | Managed global events | Set up their foreign business status across US | Led employee experience programme | Designed their employee benefits scheme including US healthcare

EDUCATIONAL HISTORY

Chartered Management Institute

Level 7 Strategic Leadership | Dec 2020

University of Michigan, Ann Arbor, USA

BA in Anthropology with Honours | Sept 1998 - May 2002

School of Oriental and African Studies, London, UK

MSC in Development Studies | Sept 2003-2004

Economics and Political Science focus

Wadham College, Oxford University, UK

International Law short course | Summer 2001