MARINE **DERAMBURE**

BILINGUAL GROWTH MARKETER

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ABOUT ME

Driven by strong relationship building, I'm a technology marketer who empowers partner networks to unlock business growth—proven by enabling a 100+ partner ecosystem that generated £1.43M in ARR in FY26. Over 8+ years, I've established a career at the intersection of partner marketing, strategic enablement, and multi-channel campaigns designed to elevate brand authority and performance.

SKILLS

- English & French Fluent
- Co-Marketing Strategy & Planning
- Campaign Management
- Partner Enablement & Recruitment
- Relationship Management
- Demand Generation
- MDFs & Budget Management
- Partner Performance Analysis
- Allbound (PRM), HubSpot & Salesforce (CRMs)
- Claude

RELEVANT EXPERIENCE

Channel Marketing Executive, Smoothwall by Qoria **Aug 2022 - Dec 2026**

Spearhead marketing programmes for 100+ active channel partners generating £1.43M+ in ARR in FY26, driving lead generation and sales across the UK education sector for a market leader in student digital safety.

- **Strategy & Insight:** Shape the channel marketing strategy, using partner performance and campaign analytics to sharpen priorities in partner retention and acquisition, working closely with global product, sales and design teams.
- **Budget Management:** Own a £75,000 annual channel marketing budget, allocating spend across incentives, events, merchandise and Market Development Funds (MDFs) to maximise return and support partner growth.
- **Co-marketing:** Lead joint campaigns with 5 top-performing partners to build awareness and shared revenue. One Smoothwall Affiliate Partner saw deal registrations rise 84% and ARR climb 153% within 10 months of joint activity.
- **Enablement:** Created the quarterly Partner Bootcamp and Partner Enablement online training series, lifting sign-ups by 83% and average attendance by 144% between 2025 and 2026.
- **Partner Resources:** Develop partner communications, including incentives and newsletters. Built a broad library of assets (sales collateral, marketing packs, and training), driving a 69.5% rise in engagement on the Smoothwall Partner Portal over two years.
- **Go-To-Market:** Launched 3 new solutions and 2 refreshed product portfolios through full GTM campaigns, deepening partner engagement and accelerating pipeline velocity.

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Digital Marketing Executive, Appetite for Business **Aug 2020 - July 2022**

Delivered targeted digital marketing and brand strategy initiatives for a Microsoft 365 Partner, positioning the business as a trusted digital transformation provider for SMEs.

- **Content & Brand Strategy:** Produced high-quality content (case studies, press releases, graphics, videos, social copy) and executed targeted LinkedIn campaigns, to enhance brand authority and elevate audience engagement.
- **Event Campaign Management:** Developed multi-channel B2B marketing campaigns for high-impact webinars, driving audience engagement through LinkedIn advertising, email marketing, and organic outreach.
- **Analytics & Optimisation:** Monitored multi-channel performance using Google Analytics and Data Studio as well as social insights to identify areas of improvements.

R2S (now James Fisher Asset Information Services)

Marketing Executive **Mar 2020 - Jul 2020**

Communications and Business Development Assistant **Feb 2019 - Mar 2020**

Corporate Communications Assistant **Feb 2018 - Feb 2019**

Progressed through 3 roles to drive multi-channel marketing, corporate communications, and B2B sales support for a global visual asset management technology provider.

- **PR & Key Client Engagement:** Boosted brand visibility by increasing PR output sixfold year on year. Collaborated with supermajor oil and gas decision-makers (including BP) to ensure smooth technology communications rollouts.
- **Sales Alignment & Lead Generation:** Supported sales activity by presenting the digital twin solution, R2S, at international industry events. Enhanced sales reporting and cross-team alignment while driving standardised CRM adoption.
- **International Strategy & CSR:** Developed marketing collateral tailored to international markets and established corporate social responsibility (CSR) partnerships (STEM Ambassadors, Aberdeen Science Centre) to support market expansion and build community authority.

EDUCATION

Certificates in Professional Digital Marketing & Professional Marketing (Distinction) | The Chartered Institute of Marketing (CIM) **2020 - 2021**

Academic Degrees **2012 - 2017**

MLitt Film & Visual Culture (University of Aberdeen, Distinction), MA Artistic Theories & Practices (Université de Picardie Jules Verne, Distinction), BA English Literature (Université de Picardie Jules Verne)