

# ADRIANA LOBO

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## **PROFILE**

Accomplished and performance-oriented marketing professional with an extensive 19-year background in B2B event marketing. Skilled at completing projects to tight deadlines and always to the highest quality when coordinating multiple projects. A proven track record of achieving event revenue targets through profitable end to end marketing campaigns. Highly articulate, with excellent interpersonal skills across all levels, including stakeholders, sales, direct reports and external agencies. Genuine team player who thrives under pressure. Core competencies include:

- Team Leadership
- Strategic Marketing
- Project Management
- Account Management
- Copywriting and Content Creation
- Forecasting and Budgeting
- Brand Management
- Data Analysis and ROI Measurement
- Multichannel Marketing Execution (Email, Social, Advocacy and Digital)

## **EMPLOYMENT HISTORY**

### **Marketing Pro Group (MPG)**

September 2022 – Present

[www.mpg.biz](http://www.mpg.biz)

#### **Head of Marketing**

- Led strategic project execution and account management for diverse B2B event companies, to achieve event targets across delegate, sponsorship, and visitor marketing through multichannel marketing activities.
  - Clients include PEI Group (Responsible Investor), Bauer Media (AM Live) and Greenpower Conferences (World Hydrogen Week)
- Utilised a wide range of tools and platforms, including Adestra, Dotdigital, Ingo, Canva, Hootsuite, and Eventscape, to implement effective event campaigns.
- Communicated effectively with stakeholders, providing comprehensive event performance reports and actionable recommendations.
- Strategically reviewed event marketing performance by analysing weekly reports and providing key insights on the events performance
- Creating and monitoring PPC campaigns (search, display, social) to drive new lead generation and delegate acquisition through targeted
- Collaborating on messaging strategies for each client to solidify the brands/events core benefits to audiences and through website SEO.

### **Smithers Information**

August 2015 – August 2022

[www.smithers.com](http://www.smithers.com)

#### **Marketing Manager - European Events**

##### **Direct Reports: 2**

- Managed the European events portfolio with 2 direct reports, achieving a live event delegate revenue target of £900k.
- Executed end-to-end marketing campaigns for the flagship event and smaller conferences, including email marketing, copywriting, data segmentation, digital marketing, social media, advocacy and collateral design.

- Transitioned live events to online platforms, ensuring seamless experiences for attendees through Hubilo event platform.
- Implemented data segmentation with Microsoft Dynamics 365 and optimised marketing activities based on Google Analytics insights.
- Collaborated with cross-functional teams, negotiated media partnerships, and continually improve ROI through data analysis.
- Stakeholder management meetings to forecast delegate revenue, review event performance, portfolio strategy and budget allocation.

### **Incisive Media**

June 2004 – July 2015

[www.incisivemedia.com.com](http://www.incisivemedia.com.com)

#### **Head of Marketing – Training Division (Progressed from a starting role of Marketing Executive)**

##### **Direct Reports: 3**

- Spearheaded the Incisive Training division, progressing from a Marketing Executive to a leadership role with 3 direct reports and a yearly target of £800k.
- Orchestrated high-impact, multichannel marketing campaigns across 100 global training courses annually, aligned with key publications (*Risk Magazine, Inside Market Data, Energy Risk, Insurance Risk and WatersTechnology*).
- Project management of the portfolio and campaign execution to continuously hit delegate revenue through strategy creation, data segmentation, collaboration with designers/printers, content production, and lead generation
- Devised and executed digital marketing strategies, optimizing PPC, LinkedIn, Google+, and Twitter for lead generation.
- Collaborated with Operations, Sales, and Event Content Producers to meet and exceed yearly targets.
- Ensured accountability through regular budget meetings and strategic alignment discussions.

### **SMI Group**

April 2003 – May 2004

[www.smi-online.co.uk](http://www.smi-online.co.uk)

#### **Marketing Executive**

- Planned and executed successful end to end marketing campaigns for defence, aviation, and pharmaceutical subject related conferences.
- Collaborated cross-functionally to ensure attendee expectations were met, leading to event success.
- Conducted data analysis, reported marketing insights, and maintained data integrity.

### **Croner CCH**

March 2000 – Dec 2002

[www.croner.co.uk](http://www.croner.co.uk)

#### **Marketing Assistant**

- Assisted Marketing Managers and Executives in executing acquisition and retention subscription B2B marketing campaigns across Health & Safety, Environmental and Transport legal publications.
- Managed brochure creation, print production, and mail house coordination, optimizing efficiency.
- Introduced digital printing solutions to reduce costs and enhance turnaround times.

### **EDUCATION**

Southampton Institute, Southampton  
BA (Hons) Marketing and Design (Awarded 2.1)

Esher College, Surrey  
A Level: Business Studies, Media Studies

Tolworth Girls School  
GCSE's: 9 subjects at grade A-C including Mathematics and English