

Marketing
Portfolio



Beth Maybury
Growth Marketing Manager

About Me

I'm a growth-focused marketing professional with 4 years experience delivering multi-channel campaigns across international B2B brands and live event portfolios.

My background spans performance marketing, paid media, audience engagement, and cross-channel campaign execution, but what drives me is the strategic side: understanding how audiences grow, what makes them convert, and how a brand scales. At AMG World, that meant taking campaigns from brief to execution across major event portfolios, contributing to consistent year-over-year growth and helping launch initiatives that directly drove revenue.

I'm now looking to bring that mix of commercial thinking, growth strategy, and digital marketing into ambitious, customer-focused brands where audience engagement and scalable growth matter.



What I Do

My marketing experience spans direct B2B campaigns across oil & gas, automotive, food & beverage, pharmaceuticals, and construction, but my understanding of brands, audiences, and commercial environments runs broader than that. Earlier in my career I worked across banking, Lego, and Walt Disney World, which gave me a grounding in how world-class brands operate that I carry into every campaign I run today.

Digital
Marketing
Strategy

Content
&
Campaign
Planning

Social
Media
Planning

Email
Marketing

Paid Ad
Strategy

Audience
Growth

Oil & Gas Automation & Technology Week

Doubling Revenue through Paid Acquisition and Integrated Growth

2X
YoY
Revenue

£45K
Paid media
attributed

2X
YoY
Registrations
& Retention



AMG World Events
Senior Marketing Manager

Overview

OGAT Week was AMG World's flagship international B2B event, targeting senior decision-makers across oil, gas, automation, and industrial technology. As a key commercial priority for the business, the event carried ambitious growth expectations across registrations, audience quality, and revenue, against a backdrop of historically limited digital investment.

The Challenge

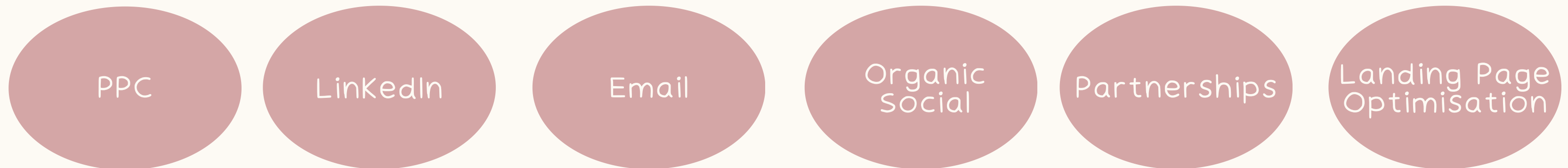
The business had consistently relied on organic and direct channels, email, partnerships, and owned audiences, to drive event registrations. While effective to a point, this approach had hit a growth ceiling. Scaling further required broadening acquisition reach without sacrificing the executive-level audience quality that underpinned the event's commercial value. The identified solution was to introduce paid digital channels for the first time, quickly, without disrupting what was already working.

Oil & Gas Automation & Technology Week

Strategic Approach

Implemented a more growth-focused, multi-channel acquisition strategy by introducing paid media through PPC and LinkedIn for the first time alongside existing organic, email, and partnership channels. The strategy focused on expanding audience reach, improving conversion opportunities, and diversifying acquisition sources while maintaining strong targeting toward executive-level attendees.

Channels Used



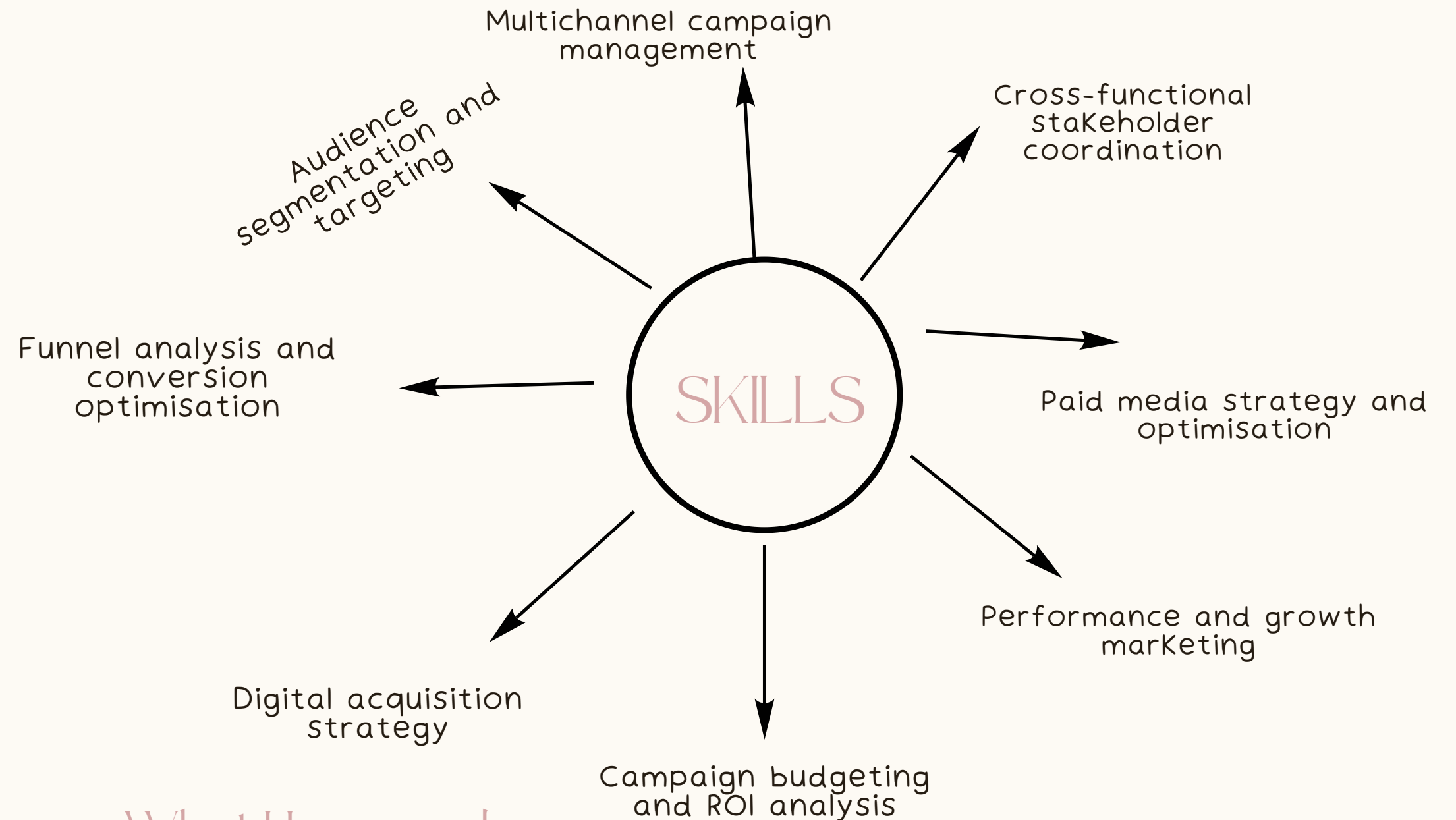
What I Did

Led campaign execution across all channels, coordinating with production, delegate acquisition, and commercial teams to keep messaging aligned with wider business goals. Launched and iteratively optimised the first paid media campaigns, working on audience targeting and ad copy to improve conversion performance throughout the campaign lifecycle. Supported junior team members through the increased delivery complexity.

Oil & Gas Automation & Technology Week

Results

- Generated approximately £45,000 in attributed revenue from paid media campaigns alone
- Doubled year-over-year event revenue
- Doubled year-over-year registrations
- Successfully introduced the company's first paid media acquisition channels
- Expanded campaign reach through a more diversified digital acquisition strategy
- Demonstrated leadership through mentoring junior team members



What I Learned

Introducing paid media for the first time in a business that had never used it required as much stakeholder management as it did channel expertise. The biggest lesson was in making the case incrementally, using early performance data to build internal confidence and secure continued investment. I also learned that audience quality matters as much as volume in B2B acquisition: reaching more people means nothing if the conversion rate drops. Targeting discipline was as important as budget. Testing was vital to understanding what worked, additionally, learning how to manage stakeholder expectations and effectively request budget from our finance team.

Organisational Transformation

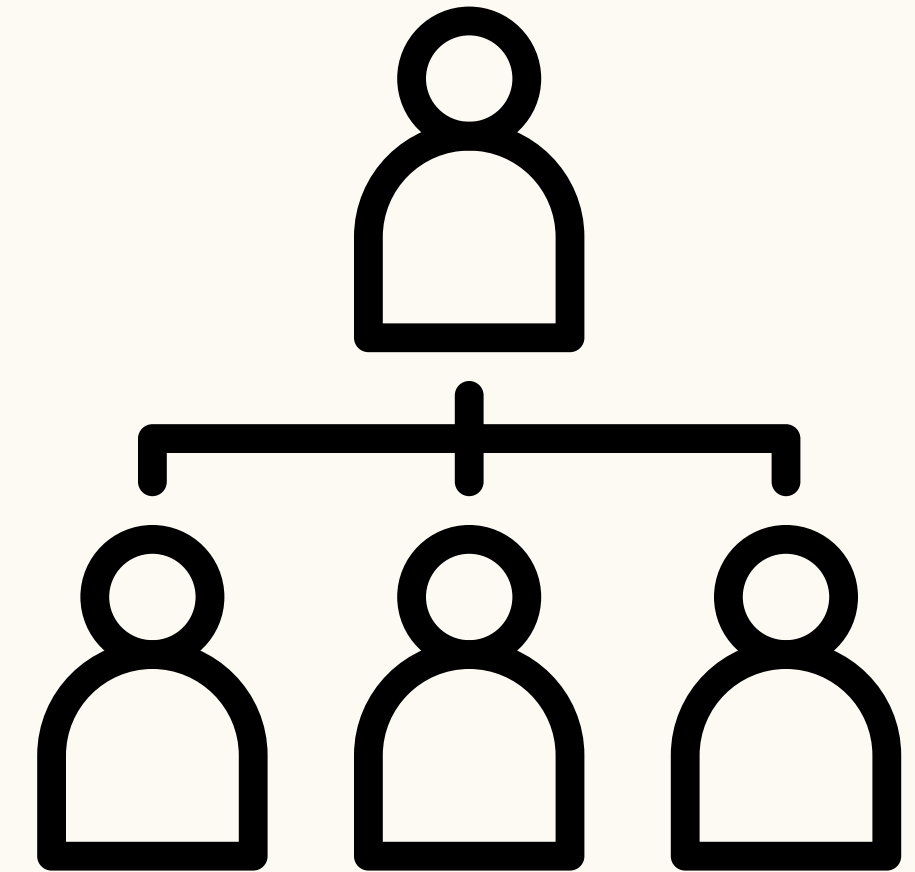
AMG World Events
Senior Marketing Manager

From Acquisition to Engagement: Redesigning Audience Strategies

Overview

As AMG World scaled its event portfolio, a structural limitation emerged: audience development was built around short-term acquisition cycles, leaving long-term engagement, retention, and lifecycle value largely unaddressed.

This project involved leading the end-to-end redesign of that function, rethinking strategy, workflows, team structure, and tooling, to build a more commercially sustainable, engagement-led growth model.



Previous Model

- Acquisition-only focus
- Event-cycle driven
- Limited lifecycle thinking
- Inconsistent workflows
- Low automation maturity
- Siloed audience data

New Model

- Acquisition + engagement + retention
- Always-on community strategy
- Audience lifecycle frameworks
- Standardised, scalable workflows
- Automation and CRM integration
- Segmented audience pathways

The Challenge

Audience development had been effective at driving registrations within individual event windows, but the model wasn't built to sustain relationships between cycles or to compound audience value over time.

As the portfolio grew, this created operational strain: duplicated effort, inconsistent processes, and a missed opportunity to convert short-term attendees into long-term engaged communities.

The business needed a strategic rethink, not just a process fix, and it needed to land across teams already embedded in established ways of working.

Organisational Transformation

"The question wasn't how to get more registrations - it was how to build an audience worth having over time."

Strategic Approach

The core strategic shift was reframing audience development as a lifecycle function rather than a campaign-by-campaign acquisition task. Rather than optimising for the next event, the new model was designed to build cumulative audience value, turning one-time registrants into engaged, returnable communities across the portfolio.

3 strategic pillars guided the redesign:

Lifecycle thinking

Map audience journeys from first contact to long-term engagement, not just to registration.

Scalable Infrastructure

Rebuild workflows and tooling to support consistent delivery across a growing portfolio.

Channel Diversification

Introduce paid, automated, and community-led pathways alongside existing organic methods.

Strategic Approach

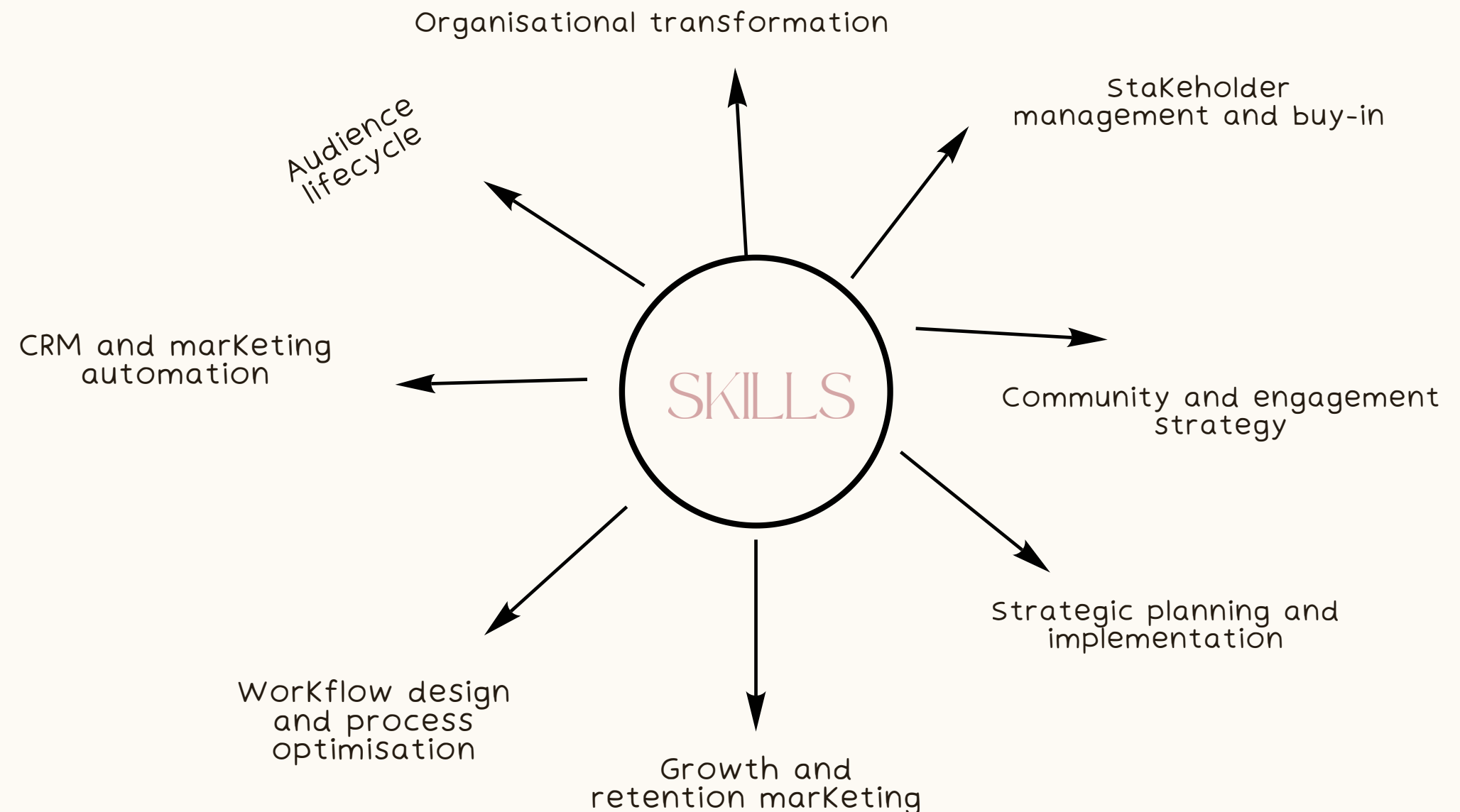
Led stakeholder workshops to audit existing audience workflows, surface inefficiencies, and build alignment on the case for change. Conducted a full structural review of how audiences were acquired, managed, and re-engaged across the portfolio, then designed and proposed multiple strategic models covering paid acquisition, guessting frameworks, automation, and long-term engagement pathways.

New workflows were built from the ground up, covering audience segmentation, CRM structure, automated communications, and engagement touchpoints, before being rolled out across the wider team. Post-launch, monitored adoption closely, gathered feedback, and revised processes iteratively to improve both performance and team alignment. Stakeholder buy-in was managed throughout, with particular attention to teams where the change required meaningful shifts in day-to-day practice.

Organisational Transformation

Results

- Successfully transformed Audience Development into a Community Development & Engagement function
- Implemented new operational workflows across the team
- Improved scalability and consistency of audience processes
- Introduced stronger lifecycle and engagement thinking into audience growth strategy
- Improved alignment between acquisition, engagement, and retention goals
- Created clearer frameworks for paid, guessting, and automated audience pathways
- Successfully rolled out and iteratively improved processes across the wider team



What I Learned

Leading a transformation project taught me that the strategic design is rarely the hardest part, adoption is. The most valuable skill I developed was learning to bring people along with the change rather than presenting it as a directive.

I also developed a stronger instinct for where lifecycle marketing creates compounding commercial returns over time, which has shaped how I think about audience and customer strategy more broadly. This project crystallised my interest in growth functions that sit at the intersection of digital systems, long-term community value, and commercial impact.

Building Marketing Enablement Systems to Improve Team Retention

AMG World Events
Senior Marketing Manager

Building a Training Infrastructure from Scratch to Solve Staff Retention



60%
Improvement
in
Staff
Retention

3
Marketing
Managers
Lost Pre-
Intervention

0 → 1
Training
Infrastructure
Created

Overview

AMG World's marketing function was experiencing an acute retention problem: 3 marketing managers and multiple agency staff had left within 2 months, with no structured onboarding or training in place to support them.

This project involved designing and implementing a complete training infrastructure from the ground up, including new documentation, skills assessments, a training calendar, and personal development frameworks, resulting in a 60% improvement in staff retention.

The Challenge

When new starters joined the marketing team, there was no structured process to support them. No training documentation, no onboarding schedule, no skills framework, and no defined development pathway.

People were being placed into roles without the context or support they needed to succeed, and leaving within weeks as a result.

The cost to the business was significant: repeated recruitment cycles, lost institutional knowledge, and a destabilised team during a period of active growth. The problem wasn't talent; it was infrastructure.

Building Marketing Enablement Systems to Improve Team Retention

Strategic Approach

Before designing anything, I conducted a thorough review of what existing materials and processes were in place, and identified that onboarding was effectively unstructured. The strategic priority was to build a system that could support both agency staff and junior marketing hires consistently, at scale, without relying on informal Knowledge transfer. Rather than applying a generic framework, the approach was tailored to the specific gaps in the marketing team's onboarding journey, with a particular focus on role clarity, skill baseline-setting, and ongoing development.

What Was Built?

New training documentation
(written from scratch)

Structured training calendar

Training sessions designed
and delivered

Skills assessment
frameworks for agency and
junior staff

Personal development plans
(adapted and expanded)

Ongoing review and iteration
process

Execution

Audited existing processes and materials to establish a clear baseline, then designed the full training programme architecture. Created new skills assessment documentation tailored to agency staff and junior marketing roles, establishing what good looked like at each level and giving new starters a clear picture of their development trajectory from day one.

Adapted existing PDP frameworks to better fit the team's needs, built a structured training calendar to ensure consistency across cohorts, and personally ran all new training sessions. The programme was presented to and approved by the Managing Director and Marketing Director before rollout, requiring clear articulation of the business case and measurable expected outcomes. Post-launch, monitored retention and gathered feedback to refine the programme iteratively.

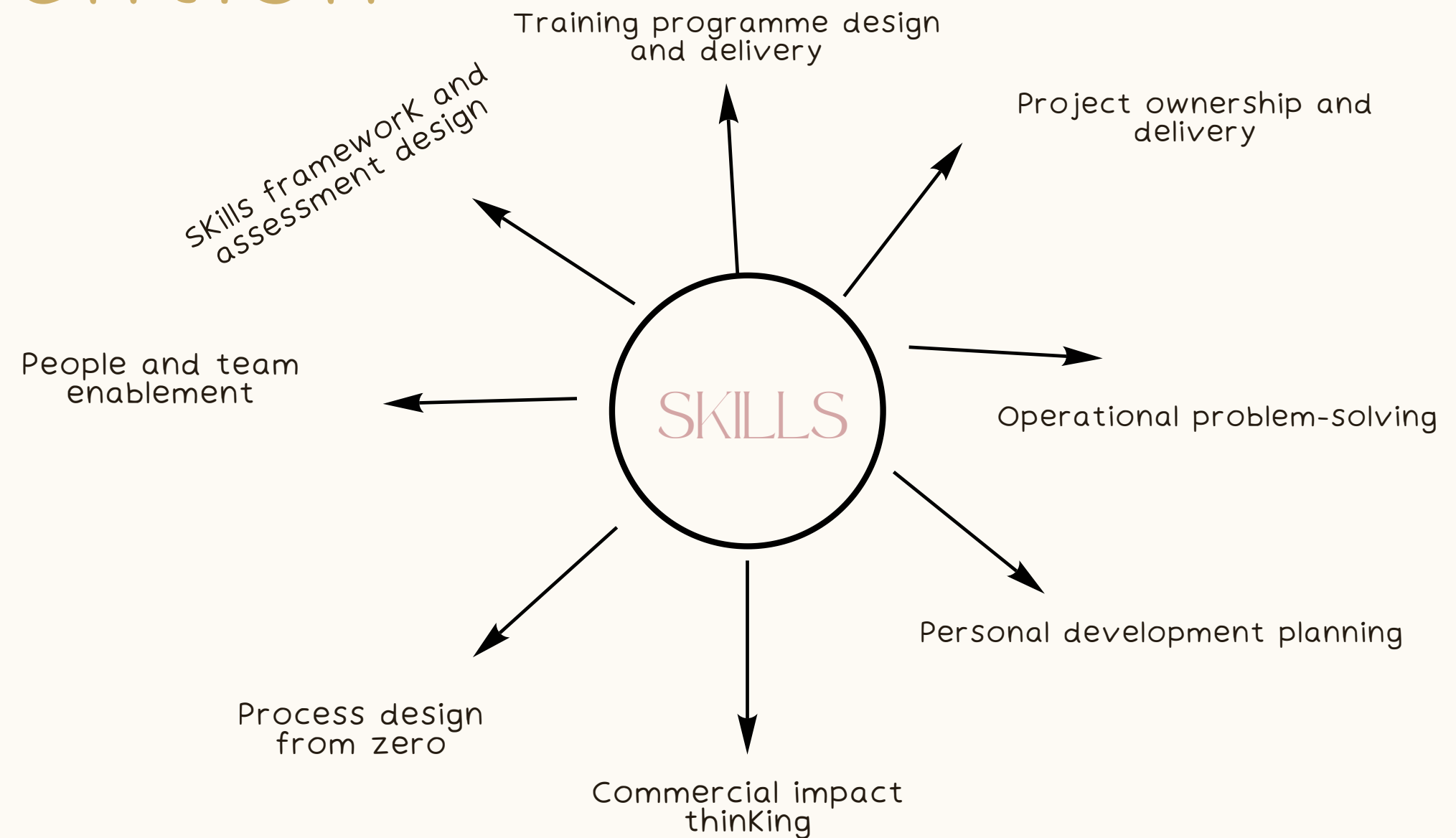
Building Marketing Enablement Systems to Improve Team Retention

Results

Staff retention in the marketing team improved by 60% following the programme's implementation.

Beyond the headline figure, the business gained a repeatable, scalable onboarding infrastructure that reduced dependence on informal knowledge transfer and improved the consistency of new starter experience.

The programme also created a clearer internal development pathway for junior and agency staff, improving team morale and role clarity alongside retention. Importantly, this was a problem identified and solved proactively, with a solution built, approved at director level, and delivered end-to-end.



What I Learned

This project taught me that talent problems are often infrastructure problems in disguise. The people leaving weren't wrong for the roles, the roles weren't set up to support them. Designing a solution from scratch also required me to think clearly about what "good" looked like before I could build toward it, which sharpened how I approach any strategic brief now.

Presenting the programme at director level was formative, it pushed me to articulate not just what I was building, but why it would work commercially and what success would look like.

Building Growth Through Strategy, Digital Marketing & Audience Engagement

I'm passionate about growth-focused marketing that combines digital strategy, audience engagement, and commercially driven execution.

Across my experience, I've worked on multi-channel campaigns, paid acquisition, audience growth, operational transformation, and customer engagement strategies, always with a focus on measurable outcomes and scalable growth.

I'm excited by opportunities to build engaging customer experiences and contribute to ambitious, fast-moving brands.

Beth Maybury

Growth Marketing Manager

beth.maybury@hotmail.co.uk | <https://www.linkedin.com/in/bethmaybury/>