



## MEMBER STORIES

# KIERAN WOMBWELL - MARKETING PERFORMANCE MANAGER

## DAY TO DAY LIFE

**A:** As a digital marketing executive for the design portfolio at Informa Markets my main aims are to generate visitor registrations and deliver exhibitor leads for our shows Decorex and kbb Birmingham.

Most of my time is spent delivering the diverse channel mix we use to achieve these goals which includes our website, email, organic and paid social, search engine optimisation and paid search. Being a digital specialist, I'm responsible for optimising our marketing campaigns through testing, utilising best practices, and supporting other marketers in enhancing their campaigns.



## HOW WOULD YOU DESCRIBE YOURSELF?

I'm an inquisitive, analytical, results orientated marketer. I am light-hearted and don't take myself too seriously, which often works well in the events industry.



## SECRET TO SUCCESS?

My secret to success is asking questions. I don't like to settle for the status quo, I'm passionate about improving campaigns, processes, and relationships. To continuously improve, you need to ask the question "how can we do that better?".

## LIFE BEFORE MARKETING

I was a marketing graduate before I started working in events. I've always wanted to pursue a career in marketing due to the combination of creative and analytical aspects of the role. I've been lucky to work on some fantastic interior design brands at Informa Markets including Decorex and kbb Birmingham as this is a sector I'm interested in.

## WHAT GETS YOU OUT OF BED?

Results! I get a lot of motivation in watching the optimisations I make to our campaigns turn the dial on our marketing KPIs.

## WHAT DO YOU DO OUTSIDE OF WORK?

When I'm not at work I'll most likely be doing one of the following. Listening to an electronic DJ set, reading a John Steinbeck novel, cooking some form of curry, cycling around Regents Park, or moaning about Tottenham Hotspur.

## FIVE WORDS AS TO WHY YOU LOVE THE INDUSTRY

Events always try to improve.