

Aisha Marais

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Website / Portfolio: Available on request

Location: Kent / East Sussex / London

Profile

I'm a hands-on marketing specialist with 17 years' experience across D2C, B2B, insurance, and the health & wellbeing space. I love bringing strategy and creativity together, turning data and insight into engaging CRM journeys, social content, and campaigns that actually make people take action.

I'm experienced in building social strategies, planning and creating content, and working closely with paid media, agencies, commercial teams and stakeholders to grow awareness and drive acquisition. I'm naturally collaborative, detail-focused, and I enjoy using analytics to fine-tune campaigns until they really deliver.

Key skills

- **CRM & social strategy:** from idea to execution, always with the customer in mind
- **Performance tracking & optimisation:** turning analytics into creative improvements
- **Agency & creator management:** briefing, quality checking, and delivering strong campaigns
- **Test & learn:** improving results with a drive for test and experimentation
- **Project management:** coordinating teams, timelines, and budgets effectively
- **Copywriting & compliance:** strong writing and proofing skills, with sector experience in insurance and health & wellbeing

Professional experience

YuLife

Member Engagement & Campaign Manager

London (Sept 2022 – Oct 2025)

Created and led the strategy and execution of live-ops and app-led campaigns to increase engagement, retention and commercial ROI in a membership/D2C and B2B environment.

- Led the design and execution of dynamic live-ops campaigns to boost user engagement, retention, and satisfaction within the YuLife app.
- Developed and implemented integrated campaign strategies to drive user activation, retention, and commercial ROI.
- Created a full CRM strategy that covered copywriting for all key touchpoints for all aspects of YuLife members; from onboarding, to retention, to social media posts and articles for websites.
- Worked closely with the business marketing team to provide copy and creatives for engaging social and online marketing strategies.
- Built a continuous improvement system for user engagement through research, experimentation, and iterative enhancements.
- Managed end-to-end campaign processes, from ideation and copywriting to deployment and performance analysis.
- Conducted A/B testing and data-driven UX investigations to optimise campaign performance and user experience.
- Delivered insightful analytics reports to stakeholders, using tools such as Mixpanel and LeanPlum to measure and communicate impact.
- Maintained a consistent brand tone and narrative across all communication channels, including but not limited to in-app, push, email campaigns, website articles, social media content and internal comms.
- Partnered with Customer Success and Commercial teams to deliver campaigns that supported business-level goals and direct ROI.
- Provided regular live-ops updates, tracking campaign performance and sharing key learnings to inform product and marketing strategies.
- Analysed user feedback and behavioural data through NPS, CES, and UX surveys to refine campaigns and improve engagement.
- Explored and tested new engagement concepts, strengthening the company's dynamic engagement capabilities.
- Successfully contributed to organisational growth efforts, including strategic marketing support for Series C fundraising initiatives.
- Delivered all campaigns on time and within budget, ensuring measurable ROI and strong attention to detail.

Freelance Marketing Specialist

Contract and ad-hoc work
(August 2019 - Jan 2022)

For a year and a half (and during Covid19), I worked as a freelance marketing consultant in the evenings; writing copy for blogs, articles, websites, and social media, while planning and executing content strategies and social media plans that really fit each client's brand. It was a great chance to enhance my marketing skills, run projects end-to-end, and get creative while making sure everything hit the right note with the audience.

Nature's Best Pharmacy / Lamberts Healthcare (Merck / P&G)

Brand Manager, Nature's Best Pharmacy
Tunbridge Wells (Sept 2020 – Sept 2022)

Prior to Covid, Nature's Best halted all Pharmacy activity. I was given the job of re-launching and running the day-to-day business of the online Pharmacy. The re-launch covers the end-to-end process of procurement, merchandising, demand creation, business ownership, Website UX/UI, database attribution and cross selling.

- Owner of the Business Action plan and the Pharmacy activities
- Create job descriptions for new Pharmacy recruitment
- Working with the Superintendent Pharmacist and Pharmacist to complete the application needed for our GPhC licence
- Working with the warehouse to complete their WDA licence application
- Working with the warehouse to set up the Pharmacy footprint in the warehouse
- Liaising with stakeholders to complete QTA and SOPs
- Merchandising, product selection, product research
- Built and executed a project plan to define the product assortment, procurement process, target shopper, website UX/UI, fulfilment, demand creation (content, search, recruitment & promotions)
- Create and form product launches, and brand building content. Work closely with legal, and regulatory to ensure products, product content is compliant in the market
- Coordinate with eCommerce to develop online marketing and promotional programs across UX/UI, Search and CRM
- Manage procurement/supplier process to build the optimized process and ensure the fastest supply option to the shopper
- Ensure budgets are tracked and managed in line with process
- Working alongside E-Commerce in managing eCommerce sites with knowledge of eCommerce best practices including UX/UI, product descriptions, checkout processes, search and consumer communication
- Work cross-functionally to develop SEO / SEM strategy and continued optimization to drive traffic and new customer acquisition

- Provide tracking and analysis of user behaviour through market analysis, and site analytics to identify key performance drivers and metrics
- Keep abreast of new developments in the D2C world and key competitors
- Keep current on consumers online purchasing trends in the Pharmacy UK online market
- Work with data manager to provide analytic reports of KPIs, sales trends and performance for the Pharmacy
- Consistently develop and maintain strong business partnerships.

Lamberts Healthcare

Assistant Brand Manager

Tunbridge Wells (July 2018 – Sept 2020)

Much the same as Nature's Best role below - I moved across to the Lamberts side of the business after coming back from maternity leave to focus on our Practitioner business and Seminar Programme communications. This includes assisting in looking after 9 Sales Reps, as well as maintaining marketing campaigns.

- Direct Marketing campaigns for B2B, online and offline
- Internal communications to Call Centre and Sales Reps
- Updating website including running special offers, and product changes
- Developing and maintaining effective marketing communications for B2B and B2C
- Updating and maintaining OneDrive, ensuring that sales reps are kept full up to date with the current literature and mailings to speak to their practitioners about.
- Editing and proofing Seminar presentations for our 3 key Nutritionists
- Creating literature for Sales Reps to use for their Practitioners
- Creating literature for Direct Mail campaigns
- Planning and forecasting future activity
- Tracking marketing budget
- Checking financial month end and year end packs

Nature's Best (Merck / P&G)

Assistant Brand Manager

Tunbridge Wells (April 2016 – July 2018)

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- Direct Marketing campaigns, both online and offline
- SEO and PPC campaign tracking and refining
- Customer journey mapping

- Headed up the project to create various customer key touch points including welcome/anniversary packs
- Updated website and social media campaigns
- Produced monthly reporting packs and presentations
- Developed and maintained effective marketing communications
- Created fulfilment literature for product sales boxes
- Planned and forecasted future activity
- Tracked marketing budget

Vitality / PruProtect

Member Engagement & Retention Marketing Executive
London (March 2012 – Oct 2015)

Member Engagement and Retention:

- Direct Marketing campaign management
- Online Marketing campaign management
- Member engagement and retention journey mapping
- Created and maintained system generated correspondence for various customer touch points including policy welcome packs and anniversary letters
- Improved the Member Zone website
- Worked closely with welcome call and loyalty call teams in South Africa. Regular call listening, and refined call frameworks
- Produced monthly engagement reporting packs and presented to wider business
- Developed and maintained effective Vitality marketing communications
- Identified Vitality member case studies - produced sales aids and videos to showcase their stories
- Planning and forecasting future activity for customer loyalty programme
- Tracking and responsibility of marketing budget
- Checking of financial month end packs

Brand Checker:

- Wrote and designed a brand guidelines booklet for VitalityLife/PruProtect that was used by all areas of the business
- Created an internal Brand Team in which all external, internal and online communications were checked by the new team (including myself) before going live

AXA

AXA PPP Healthcare, PPP House, Vale Road, Tunbridge Wells, Kent TN1 2PL
Acquisition Marketing Executive

(Job Title Promotion Start Date: October 2011 to March 2012)

Previous Enquirer and Lapser acquisition:

- Managing contact strategy
- Research and MI analysis for how well this area has worked over the past year
- Planning and forecasting for 2012 activity
- Budget analysis and planning and forecasting budget needed for 2012
- Cross-sell acquisition:
- Managing current contact strategy
- Research and MI analysis for how well this area has worked over the past year
- Planning and forecasting for 2012 activity
- Budget analysis and planning and forecasting budget needed for 2012

Senior Marketing Co-ordinator

(Promotion Start Date: 2 July 2010 to 6 October 2011)

Group Leaver acquisition:

I continued to work in Group Leaver acquisition for a period of 5 months after my promotion to effectively hand over to the new manager

- Managed the finance month end packs for the Group Leaver cost centre
- Presenting the progress, results and learnings of campaigns to senior management
- Contributed ideas to the planning of activity for the year
- Management of group leaver contact strategy including planning new and improving existing campaigns to acquire customers using DM, email and online group communications
- Managing analysis projects
- Managing relationships with both senior internal and external stakeholders
- Trained and mentored the new Group Leaver Marketing Co-ordinator
- Trained and mentored the new Group Leaver Manager

Previous Enquirer and Lapser acquisition:

My promotion to Senior Marketing Co-ordinator consisted of taking over these two low performing areas to improve them in line with the company's annual targets

- Presenting the progress, results and learnings of campaigns to senior management
- Managed the finance month end packs for the 'Warm' side of the acquisition cost centre
- Worked with the e-marketing team to implement on-line campaigns and advertising
- Management of customer contact strategy including planning new and improving existing campaigns to acquire and re-acquire customers using DM, email and online communications

- Creating research briefs and managing analysis project
- Produce quarterly plans, forecasts and result summaries for Senior Management and Chief Executive Officer
- Managing relationships with both senior internal and external stakeholders
- Liaising with Brand to ensure our Brand is consistent throughout sales DM packs
- Liaise with agencies and our own print buyer for production of sales packs
- Liaise with both in-house and external data suppliers to ensure the effective provision of data and suppressions lists
- Proof read all sales literature, understanding the legal and compliance requirements
- Implemented and developed Direct Marketing activity within the Individual Acquisition team

Cross-sell acquisition:

My promotion to Senior Marketing Co-ordinator consisted of also researching and creating cross-sell opportunities

- Set up and manage all Denplan DM cross-sell campaigns, and work with the Outbound team to set up O/B contact strategy
- Researched, set up and manage all SwiftCover cross-sell campaigns, including email and online advertising
- Set up Employee cross-sell incentives, AXA Plus
- Including all activity in PE and Lapser

Social and Internal promotions:

- Organised for internal employees to have 'A Day in The Life of Marketing' experience to promote the work our department does
- Organise team social events; pub crawls, pub quizzes, wine tasting at Vinopolis
- Organise team building/team bonding events; Belbin personality days, treasure hunts, training days
- Organise team charity volunteer work; Sissinghurst gardening, RSPB, Bedgebury

Marketing Co-ordinator

(Start Date: 4 August 2008 to 2 July 2010)

Product literature:

- Managed all literature from creation to print; sales brochures, policy summaries, your guide to cover booklet, application forms, fact sheets etc
- Copy writing and image sourcing for marketing literature
- Managed the finance month end packs for the fulfilment cost centre
- Liaised with Brand to ensure our Brand is consistent throughout literature
- Liaised with agencies and print buyer for production of company literature
- Proof read literature, understanding the legal and compliance requirements

- Maintained a good relationship with the ISC (Individual Sales Centre), Risk and Compliance, and Technical Services
- Redesigned the individual fulfilment brochures to create an estimated annual create, print and postage saving of £100k
- Wrote copy and liaised with eBusiness team to update website

Group Leaver acquisition:

- Implemented and improved existing campaigns to acquire customers using DM, email and online communications
- Managed the finance month end packs for the Group Leaver cost centre
- Created email campaigns to reach corporate clients (B2B)
- Implementation of internal communications such as desk drops, posters, help sheets
- Produced marketing briefs and worked with external agencies
- Experience in planning and implementing campaigns in conjunction with partners such as Barclays
- Liaised with in-house data suppliers to ensure the effective use of data and lists
- Managed data for all Group Leaver campaigns
- Supported senior members of the team

SELECTED ACHIEVEMENTS

- Relaunched Nature's Best online Pharmacy proposition and implemented end-to-end marketing and eCommerce processes.
- Built continuous test-and-learn frameworks at YuLife, using A/B testing and analytics to improve engagement and activation.
- Created member-focused multimedia case studies and short video content to support product storytelling and conversion.

EDUCATION & TRAINING

- CIM Professional Certificate in Marketing
- Diploma of Performing Arts — Distinction
- 7 GCSEs (grades A–D)
- Ongoing online courses in digital marketing, analytics and content production