

Edwin Njenga

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Professional Profile

Seasoned marketing executive with 10+ years steering B2B events and media, powering triple-digit gains in attendance and revenue for global conferences. Expert at building and inspiring high-performing teams, shaping commercial strategy, and running data-driven multichannel campaigns that smash revenue and delegate targets. **Recognition:** Mark Allen Group Employee of the Year 2023 — honoured by the Managing Director and Board as their Rising Star.

Core Competencies

- Strategic & Commercial Marketing Leadership
- B2B Event Launch & Scale-Up
- Team Building & Coaching (6+ direct reports)
- Multi-channel Campaign Planning (Paid Social, Email, SEO, Partnerships)
- Growth & Lifecycle Marketing, A/B Testing & Optimisation
- Product Positioning & Value Proposition Design
- Data Analytics & Performance Dashboards
- Stakeholder Management & Cross-Functional Collaboration

Career History

Head of Marketing | Center for Financial Professionals, Hertfordshire | 2023 – Present

- Set the marketing vision and go-to-market strategy for CeFPro's 20+ global risk conferences and the CeFPro Connect digital platform, achieving 23% year-on-year delegate growth.
- Introduced scalable processes for non-event marketing initiatives (whitepapers, webinars and digital reports), generating £300 k in incremental profit within 12 months.
- Lead and develop a team of six marketers; introduced an OKR framework that halved campaign cycle times and lifted marketing-qualified-lead volume by 35%.
- Implemented a test-and-learn programme across email, paid social and web journeys, boosting email open rates by 17% and reducing cost-per-acquisition by 22%.
- Partner with Product, Design and Sales to shape value propositions and sponsorship packages, helping grow sponsor revenue 18%.
- Oversaw the integration of Pardot with Salesforce and championed data-mapping improvements that enhanced segmentation accuracy and reporting confidence.

Senior Marketing Manager | Mark Allen Group, London | 2022 – 2023

- Owned end-to-end marketing for a £4 million healthcare events & media portfolio, increasing average attendee numbers by 19% within one year.
- Spearheaded seven rebrands and launched two new conferences from concept to sell-out, all delivered on time and under budget.
- Developed Looker performance dashboards adopted across the group after demonstrating a 4.7% uplift in click-through rate.
- Collaborated with internal creative, sales and editorial teams to ensure consistent brand messaging and maximise lead conversions.
- Delivered client workshops and presentations that secured repeat sponsorship deals and upsells worth £500 k.

Senior Marketing Manager | Haymarket Media Group, London | 2021 – 2022

- Managed a £1.2 million marketing budget and a Marketing Executive to deliver three flagship medical events, beating delegate targets by 14%.
- Introduced agile sprint planning to accelerate campaign optimisation, increasing MQL-to-SQL conversion by 12%.
- Partnered with Product and Operations on new digital revenue streams, contributing 9% incremental profit.
- Produced detailed performance updates for C-suite, aligning marketing activity with commercial objectives.

Marketing Manager | Eagletech Security Solutions, Harlow | 2016 – 2021

- Executed integrated demand-generation campaigns spanning SEO, PPC, email and content, doubling inbound leads over five years.
- Developed brand guidelines and digital communication standards, elevating brand perception and supporting international expansion.
- Streamlined agency resources and processes, cutting account-management costs 15% while maintaining service quality.
- Mentored interns and junior marketers, embedding data-driven decision-making practices.

Education & Professional Development

- Chartered Institute of Marketing – Principles of Great Copywriting, Marketing (Dec 2022)
- Growth Tribe Academy – Customer Centricity for Business (Nov 2021)
- Open University – Fundamentals of Digital Marketing (Aug 2020)
- University of Hertfordshire – MSc Marketing (Dec 2015)
- Anglia Ruskin University – BA Journalism (Dec 2014)