

# IRIE CUNNINGHAM

## Awarded Marketing Manager with extensive experience in Banking and Retail

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📍 City of London ↔ Edinburgh

### EXECUTIVE SUMMARY

As an experienced marketing manager, I have built and managed marketing teams that develop and implement creative marketing strategies that gained worldwide recognition. Most of my experience is in the retail and banking industries, focusing in designing biannual strategic plans to meet marketing goals, achieving significant growth and brand recognition. I am 40% vision, 60% execution, leading teams across all marketing channels, always ensuring brand cohesion and overseeing performance campaigns and media acquisition.

### WORK EXPERIENCE

#### CHIEF MARKETING OFFICER, TSB Bank Edinburgh

02/2006 - 06/2022

With over 5M customers and a network of over 300 branches, TSB Bank is one of the most well known retail and commercial banks in the United Kingdom. As the marketing manager, I develop strategic marketing plans and oversee the bank's public relations:

- Enhancing collaboration among marketing teams to ensure brand cohesion and make marketing efforts more efficient cost-effective adspend
- Overseeing all corporate communications both in branches and marketing materials across all corporate communication channels, paying close attention to social media channels
- Leading teams across all marketing channels, overseeing performance campaigns and media acquisition
- Overseeing customer acquisition efforts for both B2C and B2B segments
- Attracting and retaining key talent to consolidate the bank's key investment in its digital transformation
- As Chief data evangelist, I lead the marketing team in developing a complex attribution model across to successfully track conversions across channels and devices
- Working with HR to constantly improve the bank's employee onboarding process

During my time as TSB's Bank marketing manager, many milestones were achieved. The ones I feel more proud of is having opened more than 30 new branches and closed 20 more, having launched three versions of our App, chosen by the FT as the #1 banking app in the UK in 2010, 2015 and 2020 and finally designing and implementing an ambitious parity and inclusion plan that closed TSB's gender pay gap and saw a 50% increase in women in managerial positions and a 300% increase in minority representation to match the bank's diverse client base.

#### COMMUNICATIONS AND MARKETING SPECIALIST, TSB Bank, London

02/1996 - 06/2006

After merging with Lloyds Bank, I was brought into TSB Bank's marketing team to be part of the team that would unify operations and define a marketing and communications plan moving forward. As a communications and marketing specialist lead I:

- Crafted communications across channels ensuring they portray TSB Bank's values
- Assisted the CMO in designing marketing plans
- Lead the efforts to build the bank's second website that included the first online banking features in the history of the bank
- Took care of the bank's relationship with the press and oversaw press releases creation and distribution

My biggest accomplishment was to successfully complete the merge, having ensured a smooth transition for our customers and employees. The best proof of a well done job was to have been selected as the new Chief Marketing Officer in 2006.

#### MARKETING LEAD, Unilever, London

10/1993 - 01/1996

After a summer internship I landed a position in the marketing team for Knorr, one of Unilever's top performing consumer products in the United Kingdom. As a marketing lead I:

- Designed marketing plans and assigned budget distribution for printed, TV, billboards and radio campaigns
- Oversaw printed and media ad acquisition for the wide range of Knorr products
- Maintained relationships with culinary institutions and press
- Participated in the packaging design process
- Oversaw ad and creative agencies work to make sure their work aligned with the organization goals and values

At Unilever I had the opportunity to learn from very talented marketers and although the mediums have evolved, their core teachings are still very relevant.

### EDUCATION

**BACHELOR IN COMMUNICATIONS AND PUBLIC RELATIONS** 1988 - 1992  
London School of Economics  
GPA 3.9/4

### TECHNICAL SKILLS

Google Analytics 4

Tableau

Power BI

SQL

Ahrefs

### HIGHLIGHTED CONTRIBUTIONS

**State of the art in Fintech 2021**  
The Drum - 2021

**Web Personalization and marketing**  
PR Week

**PR made in Scotland**  
Campaign Magazine - 2015

**PHD Thesis**  
M;artha Edwards - PHD Thesis - London School of Economics

### AWARDS

**App of the year**  
The Smarties MMA - 2010

**"Safer than" Ad Campaign**  
The Drum Awards - 2008

**30 under 30 Marketing Edition**  
Forbes - UK - 2000

**One step at a time- Billboard Campaign**  
MarCom Awards - 1999