LOUISE CRANSTONE-SPOONER (ACIM)

Marketing Manager

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Summary

Marketing Manager with experience leading UK marketing strategy and delivering integrated campaigns across manufacturing and technical sectors. Combine strategic planning with hands-on expertise in branding, digital marketing, content creation, photography and video to build brand visibility and customer engagement. Experienced in managing staff and external agencies, collaborating with stakeholders and using performance insights to improve marketing activity. Proficient in Adobe Creative Suite, with a strong commitment to professional development through CIM and exploring practical applications of AI in marketing.

Education

Certificate of Completion Digital Marketing Strategy Skills Bootcamp
Institute of Data & Marketing (IDM) 2023

DMA Award in General Data Protection Regulation
Institute of Data & Marketing (IDM) 2023

IDM Certificate in Digital Marketing Strategy
Institute of Data & Marketing (IDM) 2023

MA Design Technology Education
Sheffield Hallam University 2016

PGCE Secondary Design and Technology with QTS
Sheffield Hallam University 2010

Post Graduate Diploma Broadcast Journalism
Sheffield Hallam University 2002

BA (Hons) Media Production
University of Lincolnshire and Humberside 2001

Courses

Marketing Fundamentals - CIM September 2026

Master Your Marketing Data - Girls in Marketing, August 2026

CIM Continuing Professional Development - Year 1 Certificate, March 2026

AI Accelerator - Girls in Marketing, June 2026

Digital Marketing Certification
HubSpot Academy. October 2025

Skills

- Project Management
- Analytics
- PPC/SEO
- Social Media
- Photography/ Videography
- Marketing Strategy
- Branding
- Photo Editing
- Logo Design
- Creativity
- Idea Generation
- Managing Teams
- AI Prompting

Employment

Marketing Manager
Panther Tools and Products (August 2025- Present)
Lead UK marketing across digital campaigns, social media, website content, SEO, email and events, combining strategic planning with hands-on creative delivery. Produce product photography, video and copy that communicate technical features and customer benefits, including sustainability-focused windscreen repair content. Support brand visibility through exhibitions, business networking and collaboration across the VSF Group, including photography and content covering VSF Sports' championship-winning motorsport team.

Marketing Manager
SurfacePrep UK (Sep 2022 – July 2025)
Led UK marketing strategy across Hodge Clemco, CFS and SFEG, strengthening brand consistency through integrated campaigns, website improvements, social media, email marketing and industry PR. Managed a marketing assistant and external agencies, collaborating with the US Marketing Director to align UK activity with wider business objectives. Delivered design, photography, video and exhibition marketing, including Surface World at the NEC. Developed sustainability-led marketing that supported recognition for Best Use of Recyclable Materials at the UK Business Awards, alongside the business's Manufacturing Company of the Year and Best Medium-Sized Business wins at the 2024 unLTD Business Awards.

Marketing Assistant
Hodge Clemco, Sheffield (Jun 2022 – Sep 2022)
Created marketing materials for both print and digital platforms, ensuring brand consistency across all channels. Managed social media accounts, analysed performance metrics, and optimised engagement. Designed brochures, digital assets, and product photography using Adobe Creative Suite. Supported website content management and collaborated on marketing campaigns to enhance brand visibility and contribute to overall strategy execution.

Owner
Crafty Penguin (May 2018 – Present)
At Crafty Penguin, I help businesses enhance their brand identity with bespoke design solutions, including logos, branding materials, and digital assets. With a strong foundation in both design and marketing, I create strategies that align with clients' marketing goals, driving impactful brand growth and successful campaigns.

Image Editor
Evo Group (Aug 2018 – Jun 2022)
Created and adapted imagery, logos and graphics for web, print and promotional campaigns using Adobe Photoshop, developing strong visual communication skills and an understanding of brand consistency across marketing channels. Collaborated with marketing teams to deliver campaign assets, managed digital image libraries and competing requests, and mentored apprentices, building transferable skills in campaign support, organisation and team development.

Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Adobe Acrobat
- Canva
- Monday.com
- Microsoft Office
- Wordpress
- Chat GPT
- Google Analytics
- Google Suite