

Patrizia Da Silva Morrillo

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Having achieved a **90%** grade in my MSc Psychology qualitative research assignment, I know UX is my calling. I'm a driven professional with 9 years' experience in International higher education marketing, with a passion for understanding people and their behaviours looking to transition into the world of user experience.

Work Experience

London South Bank University [Contract]

Marketing Manager (with UX projects)

April 2021 - present

- Conducting student user journey audits on webpages for upcoming Open Day.
- Optimising webpages to improve conversion by creating smoother journeys.
- Conducting qualitative interviews with student ambassadors to gain insights of pain points of web journey. Using insights to drive web changes.
- Executing detailed operational marketing plans reflecting an integrated marketing mix encompassing events, PR, Social Media, Digital, Content Web, and School Liaison.
- Acting as a first point of contact, work with School's Senior Management Team to understand core business objectives, and how Marketing can help achieve growth.
- Writing compelling copy, communications, and content, aimed at prospective student audiences, with a view to drive interest in subject portfolios. Develop and flex content outputs throughout the recruitment funnel, with a view to driving conversions at each stage.
- Contribute to the development of the portfolio, pricing, marketing, and university-wide student recruitment strategies by preparing analysis and reports using market data, competitor data, survey results and enquiries and admissions data.

ThinkHer Ambition [Freelance]

UX Researcher

March 2021 - present

- Designing qualitative and quantitative interview schedules
- Conducting qualitative focus groups and product feedback sessions
- Using and writing up insights into actionable edits and creating user personas

Queen Mary, University of London [Contract cut due to Covid-19 budget cuts]

Marketing Manager

March 2020 – May 2020

- Planning and implementing international conversion content for the LLM programmes including content to cover offer holder email communications, open events, offer-holder days and virtual events, and provide direction and coordination to other School staff involved in marketing and conversion activities
- Developing the 2021 marketing plan for the PG Law courses to increase the number and quality of applications for the QMUL LLM programmes from well-qualified prospective taught postgraduate and undergraduate students from both the EU and overseas.

Cass Business School, City University of London

Executive MBA Recruitment Manager

July 2019 – March 2020

- Managed the enquiry pipeline, actively identify, target and nurture high-calibre enquirers and convert EMBA and Modular EMBA enquiries into strong applications
- Planned marketing campaigns that delivered growth for the EMBA applications by 15%
- Regularly created and updated relevant content for the EMBA section of the Cass website and for LinkedIn posts
- Developed relevant campaign messages & wrote strong, segmented marketing copy to different marketing personas – career changer, career progressor, entrepreneur
- Established close working relationships with Careers, Course Office, Alumni and Scholarship departments
- Proactively provided new ideas & opportunities and ways to communicate with target audiences such as running CV Coffee work shops for EMBA applicants which delivered 1 enrolment (equivalent to £50,000).
- Developed EMBA corporate partnerships with key HR and L&D networks to grow company sponsored numbers.
- Developed and managed BAME strategy across all MBA programmes.
- Managed global recruitment for the Modular Executive MBA programme and represented Cass globally in regions such as Russia & Canada.
- Designed and developed the global recruitment strategies for the EMBA programmes in collaboration with the Head of MBA Recruitment & Admissions
- Managed and implemented a schedule of Executive MBA recruitment events, setting up international, London and Cass based events (including information sessions in key markets, breakfast sessions) & inviting appropriate alumni and staff, organise presentations, materials, all logistics and follow up for events

Global University Systems (The University of Law)
Business Development Manager - Europe and UK International

April 2018 – July 2019

- Line managed 3 business developers (UK China, UK Middle East & one BD based remotely in Nicosia, Cyprus)
- Responsible for lead generation planning and delivery of recruitment for Graduate Diploma in Law, Legal Practice Course, Bar Professional Training Course, and LLMs for the European and UK International region and provided regular management reports on recruitment and application data with view to increasing lead generation activity, application and conversion rates, through both B2C and B2B Initiatives.
- Implementing The University of Law's EU Marketing Plan into an annual sales strategy to maintain and drive business growth, including through the development of new and existing channels.
- Successful in cold-calling Bar Councils and law firms in Europe and establishing strong networks to develop lead-generating events together.
- Overseeing and delivering a comprehensive marketing and business development strategy in Europe in line with agreed budgets / timescales and corporate marketing and branding guidelines.
- Attended fairs, school and university visits to promote and recruit potential students
- Developed B2B partnerships with key stake holders from regional Bar Associations, British Chambers of Commerce and the British Council.
- Managing Agent partnerships, from sourcing, carrying out due diligence and training agents on the University's USPs.
- Devising tailored advertising and marketing campaign customer timelines to cover brand awareness and lead generation in each key market.

University of East London

October 2015 – April 2018

International Marketing and Recruitment Officer (EU)

- Delivered multi- channel marketing campaigns across key European region (Cyprus, Italy, Romania, Greece) - delivered on time, within budget and surpassed the agreed targets by 10% y-o-y.
- Planned and undertook recruitment events (Fairs, agent visits, school presentations) to priority markets in the EU and to provide reports and market intelligence on these activities.
- Managed and was accountable for relationships and strategic engagement with significant external recruitment partners, such as overseas HEIs and agents.
- Created and implemented a content plan across channels
- Led on key Marketing projects such as developing EU region web pages, promotional material, banners, parent guides
- Using CMS Sitecore I built, developed and maintained the EU webpages as required, ensuring content was engaging and regularly refreshed with effective CTA's for strong conversion.
- Worked very closely with the in-house design team, ensuring that all marketing materials were on-brand
- Developed and maintained good relations with target external organisations including the British Council and schools, colleges and universities in priority markets and the UK.
- Manage relationships with the University's European representatives in priority markets and work closely with representatives to recruit students.
- Managed the EU CRM email marketing communications across entire journey, per subject and per country.
- Advised the Business and Law School on developing their portfolio of master's and Bachelors courses by analysing market conditions.
- Project managed the migration of old website from T4 to Sitecore and wrote copy for the UEL Royal Docks School of Business and Law website on Sitecore content management system (CMS) <https://www.uel.ac.uk/about/school-of-business-and-law> and other digital channels as was required to support the delivery of marketing campaigns.
- Managed and delivered the design, production, reviewing and distribution of external marketing and publicity materials, including brochures, prospectuses; both country and subject specific.
- Developed & Maintained effective working relationships with internal stakeholders (faculty, design team, admissions, Careers and Student Employability) to ensure that shared objectives are realised effectively and efficiently.

Citigroup (Onsite on behalf of Alexander Mann Solutions)

April 2015 – September 2015

EMEA Recruitment and Campus Events Coordinator

- Was responsible for organising all event logistics, including room bookings and catering and national and international career fairs, banking tours and corporate presentations for 150 events for upcoming 2015 autumn campus season.
- Launched and managed mid-term summer analyst event 'Cross Business Networking Event' and due to success is now annual event.
- Ran all of the summer '2015 Citi Speaker Series' events with attendance of 180-200 people per event, delegating tasks to team members, liaising with business representatives, guest speakers and managing the marketing of the event.
- Experience in Data analysis in 9 business area placemats (application data analysis) to show return on investment

London Business School

February 2013 – April 2015

Student Recruitment Coordinator (Early Careers' Programmes – MiM, MiF, MBA)

- Developed and maintained relationships with prospective enquirers: advising on application process, career prospects, programme content, advice on living in London, visa advice.
- Was awarded the Degree Programmes Office Award (quarterly award decided by Executive Directors) in September 2014 for surpassing recruitment targets for MiF programme in August 2013, generating £500,000 in surplus for the School.
- Managed the MiM enquiries inbox, responding to emails in a professional and timely manner.
- Produced statistical marketing pipeline and stakeholder reports on a monthly basis to analyse pipeline data.

Academic Background

The University of East London

September 2020 – April 2021

MSc Psychology (conversion) (online)

Experimental Research Methods and Statistics (ANOVA)

Applied Research Methods: Correlation, Multiple Regression (68%) & IPA and Discourse Analysis (90%)

Perspectives in psychology: Biological, Cognitive and Developmental

Foundations of Psychology: Origins and Concepts, Individual Differences and Social Psychology

Research Dissertation: Employee engagement during the Covid-19 pandemic

Experience Haus

July – October 2021

Product Design Inc. UX and UI

The Marketers' Forum, London

August 2017

CIM Diploma in Digital Marketing – Grade B

University of Sussex, Brighton

June 2012

BA Media and Languages (Italian and Spanish) 2nd class honours

Languages: English (native), Italian (fluent), Spanish (fluent), Portuguese (fluent), French (conversational)

Skills:

Proficient in Salesforce and Microsoft Dynamics CRM

Proficient in CMS software Sitecore and Squiz

Proficient in SPSS

Proficient in Miro

Good understanding of Google Analytics.