



## **JONATHAN MELLOR**

Jonathan began his career as a graduate trainee with the Thorn EMI group where he worked at the electrical retailer Rumbelows and HMV Records; Progressing through classic market research and product management roles to become Marketing Manager for their out of town superstore division.

Following a brief spell in the family oyster farming business, he organised the marketing launch of the Vectra for Vauxhall Motors in the South West.

There followed eleven years in successive marketing roles at a major building products manufacturer. Latterly as Deputy Group Marketing Manager he was responsible for a team of marketers, PR officers, an in-house graphic design studio as well as the Group CRM database, research, direct mail and telemarketing departments; planning marketing and communications for their many specialist branded businesses across trade, commercial, social housing, public sector and retail markets through advertising, direct mail, print, TV, radio and online.



Successes there included:

- Full market launch of a major new mainstream conservatory roofing system (£2m investment). Complete multi media brand and communications package resulting in 25 key accounts set up in first four months.
- Set up of new online ordering business for roofline products, rainwater goods, and ancillaries. Including branding, web facilities, logistics and fulfilment systems, search engine and direct marketing
- Targeted consumer direct mail campaign followed by TV campaign for regional window door and conservatory retailer to recover brand awareness and reduce reliance on outbound telemarketing. 20% positive performance against current market trends.

Most recent projects have included the strengthening of the national brand identity for Skirmish Paintball in the UK through PR activity, web site review, email marketing programmes, national press promotions and a tie up with a major drinks brand reward scheme. the brand Positioning, Media and Communications Planning, Advertising, Web site development, Email communications and Literature Package for a new Luxury Kitchens and Bathrooms and Building Supplies Businesses.

His interests include; Tennis, Squash, Badminton, Sailing and the Guitar.

Jonathan served as School Governor for the local primary school for 12 years including a long spell as chairman of the finance committee.

He is married with two teenage girls.