

JAYEETA 'CRYSTAL' CHAKRABARTI

United Kingdom | P: +44 7897473161 | E: crystal.rinestone@gmail.com | [Portfolio](#) | [LinkedIn](#)

SUMMARY

B2B marketing and campaigns professional with UK experience delivering integrated campaigns, launches and performance reporting across consultancy and software environments. Skilled in multi-channel planning, stakeholder management, campaign asset delivery, and improving attribution through UTMs and analytics dashboards. Delivered three SaaS launches generating 300+ sign-ups and 120+ demo requests, alongside regular reporting using GA4, Looker Studio and LinkedIn Analytics. Experienced in translating technical and commercial propositions into clear, audience-focused marketing across CMS, CRM, SEO and digital product environments.

WORK EXPERIENCE

MARKETING ADMINISTRATOR

Vekta Group

Edinburgh, UK
March 2024 – Present

Sole marketing professional delivering end-to-end marketing across an engineering consultancy and three software products, managing priorities, stakeholders and deadlines.

- Led three SaaS product launches, coordinating multi-channel plans and assets; generated 300+ email sign-ups and 120+ demo requests, with trade press coverage.
- Delivered integrated campaigns end-to-end (webinars, B2B SaaS and events), covering planning, promotion, audience communications, stakeholder coordination and post-campaign reporting, aligning messaging across channels.
- Built and maintained measurement and attribution infrastructure (UTM framework, tracking hygiene and cross-domain recommendations) to improve reporting quality across multiple sites.
- Produced monthly, quarterly and annual performance reporting for CEO and Directors using GA4, Looker Studio and LinkedIn Analytics, translating results into actionable recommendations.
- Managed website/CMS updates across three digital properties, ensuring content accuracy, timely updates and strong UX.
- Created repeatable templates and lightweight workflows enabling non-marketers to contribute efficiently while protecting brand quality and reducing rework.
- Coordinated partner initiatives with RenewableUK, ORE Catapult, Scottish Enterprise, Cable Technology News and universities, managing approvals, timelines and delivery.
- Produced short-form video and social-first edits (Premiere Pro, After Effects, CapCut) and supported sales collateral/pitch decks with consistent messaging and visuals.

MARKETING & GRAPHIC DESIGNER

Gold Brothers / GL Attractions

Edinburgh, UK
June 2022 – March 2024

- Managed marketing and design delivery across 8+ locations, coordinating campaigns and production across multiple stakeholders and sites.
- Produced marketing assets at pace (digital and print), maintaining consistency across brands and channels.
- Created and scheduled social content across multiple accounts, supporting ongoing promotions and campaigns.
- Supported analysis and campaign planning with senior stakeholders, contributing to optimisation discussions.

FREELANCE MARKETING & DESIGN

Self Employed

April 2018 – Present

- Part-time marketing delivery for SMEs, including campaign assets, social content and website builds.

EDUCATION

MASTER OF ARTS IN GRAPHIC DESIGN

University of Edinburgh

Edinburgh, UK
September 2021 - December 2022

BACHELOR OF ARTS IN JOURNALISM (HONOURS)

Christ University (First Class Honours)

Bangalore, IN
April 2018 - April 2021

PROFESSIONAL DEVELOPMENT

PROFESSIONAL SKILLS DEVELOPMENT (TIGGOR / Newcastle College)

Public speaking and presenting | Communication | Financial management

2025

DIGITAL MARKETING FUNDAMENTALS (EDx University of Edinburgh)

Introduction to Marketing | Digital Marketing Strategy

2025

MENTAL HEALTH FIRST AID CERTIFICATION (Scotland's Mental Health First Aid)

2024

KEY SKILLS

CORE COMPETENCIES

Campaign planning & execution | Integrated marketing (social, web, email, events) | B2B and consultancy-led marketing | Product and SaaS launches | Webinar and event campaign delivery | Messaging, positioning and campaign communications | Content strategy and editorial planning | Multi-format campaign content production | Social media strategy and community growth | Website/CMS content management | SEO and content optimisation | Measurement, tracking and attribution | Performance reporting, optimisation and insight | CRM and email marketing support | Stakeholder, partner and cross-functional coordination | Brand governance, approvals and QA | Process improvement, templates and documentation

TECHNICAL SKILLS

Analytics & tracking: GA4 | Looker Studio | LinkedIn Analytics | UTM tracking | Google Search Console

CRM & email marketing: HubSpot | Mailchimp | MailerLite

SEO & optimisation: SEMrush | Ahrefs | SEO fundamentals

Paid & social tools: LinkedIn Campaign Manager | Meta Business Suite

Creative production: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects) | Canva | CapCut | Photography

Web & CMS: WordPress | Wix | CMS platforms

Workflow & collaboration: Microsoft Office | Trello | SharePoint

Technical / digital product exposure: GitHub | Render | Supabase | AI-assisted prototyping using Codex

Languages: English (Fluent) | Hindi (Fluent) | Bengali (Basic) | Kannada (Basic) | Tamil (Basic) | Japanese (Intermediate) | French (Beginner)

ACHIEVEMENTS

Selected as a **Future Leader 2025** by **RenewableUK**, recognising emerging leadership in the UK renewable energy sector.

Selected for **Scottish Renewables' New Voices Programme 2026**, recognising emerging voices in the renewable energy sector.