Naiomi Wright

Brand and Campaign Marketing Manager

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Profile

Brand and campaign marketer with four years leading product marketing at Kersia Group (formerly Neogen) across animal health, equine and agriculture. Delivered £3m in first-year sales, grew category revenue by £1.5m and launched five sub-brands in four international markets. Owns the budget, leads a team of eight and builds audiences, including a 10,000-follower TikTok channel and a 2,000-member online community. Uses Claude Code to research, draft and produce campaign assets faster. Animal Science graduate with hands-on veterinary experience.

Experience

Product & Brand Manager at **Kersia Group (formerly Neogen)**

UK, global portfolio — May 2022 – Present

Full remit: campaign marketing, product management and project lead, taking products from brief to launch to post-launch review.

- Delivered £3m in first-year product sales across farm, equine and veterinary segments.
- Grew category revenue by £1.5m across a portfolio of 150 product lines sold in 12 countries.
- Launched five sub-brands across four international markets, from product brief to campaign to launch.
- Re-cut an underperforming campaign by region: disease-focused messaging for the Middle East and Africa, safety-led for Europe.
- Owned the marketing budget for the product section, built the campaign allocation and won director sign-off.
- Line managed a team of eight for three years: assistant product managers, assistant marketers, R&D and a graphic designer.
- Ran six-month post-launch reviews and anonymous brand-perception surveys with vets and farmers.
- Built go-to-market plans for EMEA and Asia, and sales enablement materials used by commercial teams worldwide.

Animal Science & Equine Lecturer at **Bury College, Reaseheath College and Hopwood Hall College**

North West England — Aug 2017 – Jul 2022

Taught Animal and Equine Science, theory and practical, across three further education colleges.

- Wrote seven new teaching modules, expanding the curriculum on offer.
- Supported 600 students into employment or higher education, with an excellent pass rate.
- Raised learner satisfaction by 25% by adapting teaching to diverse learning needs.
- Built digital learning content in Moodle, Blackboard and Canva.

Skills

Marketing
Integrated campaigns, Brand strategy, Go-to-market, Audience insight, Campaign KPIs and analysis, Budget management

Content
Digital, print and packaging, Sales enablement, Short-form video, Community building

Leadership
Line management (team of 8), Stakeholder management, Agency and distributor partners

AI and tools
Claude Code, AI content and image workflows, Canva, Moodle, Blackboard

Sector
Animal health, Equine, Agriculture, Veterinary, Wildlife and conservation

Links

linkedin.com/in/naiomi-wright-288791247

Additional

Clean driving licence
Safeguarding and Prevent trained
Full DBS check

Veterinary Nurse Assistant at **Veterinary practices in the UAE and UK**

UAE and UK 2014 – 2017

Clinical and wildlife veterinary care.

- Assisted with more than 500 veterinary procedures, including treatment and patient monitoring.
- Cared for more than 50 species, including endangered wildlife, and supported specialist breeding programmes.
- Kept clinical records to animal care and welfare standards.

AI, community and content

> ### AI marketing skills library
>
> Open-source GitHub library of Claude Code skills for veterinary and animal-brand marketing: campaign briefs, content drafts and Canva imagery.
>
> Claude Code, GitHub, Canva

> ### TikTok channel
>
> Grew a short-form video channel to 10,000 followers in six months, reaching a Gen Z audience.
>
> TikTok, Short-form video

> ### Online community
>
> Built and ran an online community on Discord that peaked at about 2,000 members.
>
> Discord, Community management

Education

Postgraduate Certificate in Education (PGCE) — University of Bolton

First

BSc (Hons) Animal Science — Aberystwyth University

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National Certificate, Animal Management — Myerscough College

Triple Distinction*