CANDIDATE PROFILE

Rebecca Hall

Candidate for Product Marketing Manager at Northgate Insurance

REFERENCE
MTP-2026-0326

DATE
October 20, 2026

CURRENT ROLE	LOCATION	AVAILABILITY
Senior Marketing Executive, Allied Health Cover	Manchester, United Kingdom	Notice period: 1 month

SALARY EXPECTATION	WORK AUTHORIZATION	LANGUAGES
GBP 58,000 to 64,000	UK citizen	English (native)

SKILLS MATRIX

SKILL	EXPERIENCE	PROFICIENCY	NOTES
Product positioning	7 years	●●●●●	Led 6 product launches
Customer research	5 years	●●●●○	
Campaign planning	8 years	●●●●●	Budgets up to GBP 1.5 million
Insurance products	4 years	●●●●○	
Marketing analytics	5 years	●●●○○	Comfortable with GA4 and Looker
Stakeholder management	6 years	●●●●○	

EXPERIENCE SUMMARY

PERIOD	EMPLOYER AND ROLE	KEY ACHIEVEMENTS
2021 to present	**Allied Health Cover** Senior Marketing Executive	Launched the family health plan, which reached 40,000 policies in its first year.
2018 to 2021	**Pennine Finance** Marketing Executive	Rebuilt the lead nurture program and raised conversion by 22%.
2016 to 2018	**Brightside Media** Account Executive	Ran digital campaigns for 12 financial clients.

ASSESSMENT

CRITERION	RATING	RECRUITER COMMENT
Technical depth	●●●●○	Solid product marketing craft, good use of data in her examples.
Communication	●●●●●	Polished and persuasive, tells a clear story.
Leadership	●●●●○	Leads cross-team launches, no direct reports yet.
Motivation	●●●●○	Attracted by the size of the product range.
Culture fit	●●●●●	Collaborative and energetic, a strong match.

RECOMMENDATION

RECRUITER RECOMMENDATION

Strongly recommended for interview

Rebecca combines launch experience with strong storytelling and fits the team well. She is available within a month.

Your contact: **Daniel Fraser**, Consultant · daniel.fraser@meridiantalent.com · +44 20 5550 0147