

LORNA FIMIA

Graduate Career Mentor & Coach — STEM, Business & Finance

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PROFESSIONAL SUMMARY

Career mentor and coach for STEM, business and finance students seeking placements, internships and first graduate roles. Through GradLaunch, I help students build a clear employability story — sharper CVs and LinkedIn profiles, better role targeting and credible interview narratives. My coaching is grounded in 20+ years of senior B2B technology, SaaS, cloud and cybersecurity leadership.

EXPERIENCE

Founder & Graduate Career Mentor — GradLaunch | 2026 – Present

- Designed a practical mentoring offer for undergraduates and graduates targeting placements, internships and first graduate jobs in STEM, business and finance.
- Built a structured diagnostic: profile review, employability gaps, target-role fit, evidence bank, positioning narrative and action plan.

Student Mentor — Graduate Mentor Platform | 2026 – Present

- One-to-one mentoring on career direction, applications and the transition from university into early-career roles.
- Help students turn projects, volunteering and part-time work into concise, credible examples for CVs and interviews.

Marketing Director — Babble Cloud | Jan 2023 – Dec 2025

- Led a £1m+ budget and a marketing, demand and content team of 10 across a multi-brand technology group; mobile, SaaS, cyber, unified comms, contact centre.
- Improved marketing-sourced pipeline by 67% YoY with Salesforce attribution and performance dashboards.

Head of Marketing (Interim) — Converse360 | Jul 2021 – Mar 2022

- Established the marketing function from scratch for an AI customer-service startup.
- Defined positioning, GTM and early-stage campaigns; implemented HubSpot automation and inbound programmes.

Marketing Director — Activereach | Mar 2015 – Dec 2022

- Built and led a marketing and SDR team of 5 for a cybersecurity systems integrator; progressed from Manager to Director.
- Recognised as UK Marketing Partner of the Year by a global cybersecurity vendor.

Marketing Manager — TXO Systems | Apr 2012 – Dec 2014

- Led global campaigns and brand repositioning across UK, USA, China and EMEA.
- Delivered 4x web traffic growth and 5x lead growth through website relaunch and SEO.

Earlier career: Marketing Director, Avantis · Marketing & PR Executive, IMI · Finance & PR, Daniel J Edelman Worldwide

SKILLS & CAPABILITIES

Mentoring & Coaching: CV & LinkedIn positioning, Interview coaching (STAR/CAR), Assessment-centre prep, Employability story-building, Parent & student advisory

Career Strategy: Role targeting (STEM, business, finance), Applications & cover letters, Commercial literacy, AI-supported job search

AI Fluency: Advanced prompt engineering, Custom GPTs and skills, AI-enabled job search workflows, Vibe coding app development for portfolio and profile build

Tools & Platforms: HubSpot (certified), Copilot (certified), Salesforce, Monday.com, Seismic, Claude, Notion, Google AI Studio, NotebookLM, Jobscan (ATS), Pramp, Interviewing.io, Leetcode

EDUCATION

BSc International Management & French — University of Bath

CIM Diploma in Marketing

SELECTED HIGHLIGHTS

- Founded GradLaunch — a specialist mentoring practice helping students translate academic potential into credible early-career positioning.
- Success across STEM roles & industries: students placed at JP Morgan Chase, Morgan Stanley, Nationwide, McLaren, BAE Systems, Glencore, The Met Office and CFC.
- Unique transformation programme: 1-to-1 coaching accelerates change from unsure and undervalued to focused and credible.

LANGUAGES

Fluent English and Spanish plus degree-level French. Led global teams & campaigns across UK, USA, China and EMEA.