

Constant Contact Announces Chelsea Captain Erin Cuthbert as Small Business Ambassador

LONDON, Sept. 24, 2026 /PRNewswire/ -- Constant Contact, the marketing platform that helps small businesses grow, today announced that newly appointed Chelsea FC Women (CFCW) captain, Erin Cuthbert, will join Constant Contact as a Small Business Ambassador, using the platform to power her own brand's marketing while championing small business owners across the UK.

Cuthbert brings first-hand experience of small business ownership, having independently launched a specialty coffee business, [Ruby Alba](#), earlier this year. Cuthbert will use Constant Contact to reach and grow her customer base – and share what she learns as she goes. Through Constant Contact's partnership with CFCW, she'll also connect with other small business owners who have been at it far longer, giving their stories a bigger platform while drawing on their hard-won experience for her own.

"99% of players can't live off football forever, that's just the reality," says Cuthbert. "I love coffee – it's genuinely my happy place – so I want Ruby Alba to be there for me when my football career eventually ends. I'm buzzing to work with Constant Contact and learn how to market properly, so the business can keep ticking along in the background while I prioritise football. Being part of the leadership team at Chelsea FC Women and running Ruby Alba are completely different – the former is a team and the latter is just me. I definitely prefer winning with the girls around me; we've got trophies to win and I've got a lot more growth in me as a player. But building something on my own has taught me tons."

Cuthbert runs Ruby Alba as a team of one – sourcing from a roaster in her native Scotland, building the brand, and handling the marketing herself, all around a full-time football career. That's exactly the owner Constant Contact is built for. The platform brings email, social, and events together in one place and does the heavy lifting on the work most solo owners don't have time for: creating content, targeting the right customers, and turning results into clear insights that show what's working. For an owner running everything themselves, it works like a marketing team that never clocks off – keeping things moving even when she's on the pitch.

"Erin is hungry for growth, on and off the pitch," comments Frank Vella, CEO, Constant Contact. "You can see that determination in everything she's achieved at Chelsea FC Women, and it's what makes her such a natural fit for this partnership. We're excited to give Ruby Alba the same support Erin's had throughout her football career, and to show a generation of talented entrepreneurs what's possible when you combine a great attitude with great tools."

The ambassadorship builds on Constant Contact's multi-year partnership with Chelsea FC Women, which focuses on empowering female founders and driving growth for women across sport and business. Through joint initiatives like [The Growth Locker education hub](#), the partnership equips everyday entrepreneurs with the tools and mentorship needed to scale sustainable ventures.

About Constant Contact

Constant Contact is the AI-powered marketing partner for small businesses, nonprofits, franchises, multi-location brands, and real estate teams. For more than 30 years, Constant Contact has helped entrepreneurs, franchise operators, and nonprofit leaders run smarter marketing. Today, it combines AI-driven content creation, intelligent audience targeting, and plain-English insights in one unified platform across email, social, and events — keeping every location, agent, or office on-brand and in sync. By doing the heavy lifting, Constant Contact gives every business owner the capability of a full marketing team, without needing one. Learn more at constantcontact.com.

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