

# Robert Oakley

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Marketing Manager

robwoakley@gmail.com

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## PROFILE

I am an experienced Digital Marketing Manager with a demonstrated history of working in the computer software industry. I love developing end to end marketing campaigns, analysing and optimizing them. I am skilled in Search Engine Optimization (SEO) and Business Process mapping. I have great Analytical Skills, know my way around a number of Customer Relationship Management (CRM) tools and Website Content Management Systems.

## EXPERIENCE

### **EASTWEST Public Relations, United Kingdom - Consultant**

APRIL 2020 - PRESENT

- Launched a weekly newsletter to 4,000 subscriber
- Wrote for the Blog 2-3 articles per week
- Managed LinkedIn personal accounts for clients
- Marketing & PR tasks for clients in various industries

### **Rob Oakley Marketing Services, Korea & United Kingdom - Owner**

AUGUST 2019 - PRESENT

- Worked with clients in the Startup scene in Korea

### **Canvasee (Startup), South Korea, - Marketing Director**

MAY 2019 - AUGUST 2019

- Joined an early-stage startup as Global Marketing Director, when the company pivoted, the role was removed.
- Developed online marketing plans with effective SEO and social media strategies to support the launch of a social media and shopping assistant mobile app

### **TmaxSoft, South Korea - Global Marketing Manager**

AUGUST 2013 - MAY 2019

- Led campaign development and content generation across social, email and search
- Developed and executed measurable demand and lead generation campaigns for various channels across EMEA, APAC and North America.
- Created landing page and email templates using WordPress and Salesforce Pardot
- Composed website copy for product descriptions and use-cases
- Researched and wrote customer case studies for lead generation
- Managed Salesforce Pardot as CRM and campaign segmentation database
- Migrated all lead generation forms to Salesforce Pardot
- Mapped the customer journey and created the lead generation funnels
- Implemented the Sirius Decisions demand generation waterfall across all geographies to unify sales and Marketing
- Coordinated partners, PR, marketing, and design agencies globally
- Grew Website traffic by 400%
- Helped to grow the company from \$80 Million to over \$300 Million in annual revenue

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## **BCA, Audi Stock Market, England** - *Business Analyst & Marketing Manager*

SEPTEMBER 2001 - FEBRUARY 2012

- Owned monthly reporting on sales trends and pricing
- Managed SMS and email marketing for online and physical B2B sales
- Wrote email and SMS message sales and marketing copy
- Created and managed traditional and digital campaigns for BCA, Audi, Land Rover Jaguar, Renault, Nissan
- Project managed the integration of a new online Auction system and 2 website launches for Audi Closed dealer network
- Project managed the implementation of a new specification checking telephone service department
- Created user guides for bespoke software

## **EDUCATION**

### **Anglia Ruskin University, England** - *BSc (Hons) Computing & Information Systems*

AWARD: 1ST CLASS WITH HONOURS

SEPTEMBER 2005 - JULY 2008

### **Cambridge Regional College, England** - *Cambridge CELTA Qualification with PTLLS*

JULY 2011

### **Peterborough Regional College, England** - *Btec Diploma, Media Studies*

JULY 1995

## **AWARDS**

|                                   |      |
|-----------------------------------|------|
| Salesforce Pardot Trailhead       | 2017 |
| Google Analytics Academy          | 2017 |
| Hubspot Academy Inbound Marketing | 2016 |

## **SKILLS**

Copywriting and Blogging | Pardot | Salesforce | Hubspot | ZoHo | WordPress | Google Analytics | SEO | AdWords | HTML | CSS

## **VOLUNTEERING**

|   |             |
|---|-------------|
| English Teacher at Hanawon North Korean Refugee Settlement Centre | 2016 - 2017 |
| Suji Love Community Project - Poverty alleviation                 | 2017 - 2018 |