

ABOUT ME

With over 20 years of experience in SaaS and enterprise software, I have established myself as a seasoned Head of Marketing. I love making complex ideas simple and telling engaging stories that resonate. Throughout my career I have developed skills across various domains of marketing, enabling me to thrive in multicultural and international team environments.

I approach my work with a proactive mindset, consistently seeking opportunities to excel.

While I prioritise long-term growth strategies, I also recognize the value of growth hacks and adapt accordingly.

I firmly believe in the importance of continuous learning and embracing new experiences, and supporting others to do the same.

Motivated by this, I have published several books.

EXPERIENCE

Touch Medical Media, Head of Campaigns (Mat Cover), Remote **December 2022 - June 2023**

Joined touch Medical Media as Head of Campaigns, Maternity Cover.

- Achieved the highest ever month for registrations (+141%)
- Grew Monthly Social Media followers (+317% a month)
- Launched Google Paid Ads for HCP registration campaigns reducing COR from £5.60 to £1.10
- Managed the Campaigns Team and the Design Team 7 Direct Reports

Hireful, Head of Marketing (Fixed term contract), Hybrid (Wellingborough) **February 2022 - December 2022**

Joined hireful as their first marketing leader on a fixed-term contract.

- Increased Monthly demo requests by 200%
- Launched a new website on hireful.co.uk, a new channel with a separate brand on hirefulrps.co.uk
- Implemented an SEO strategy and optimisations that moved 8 keywords to page 1 in 2 months
- Managed 4 direct reports
- Created a reusable 'guiding principles' template for writing emails that was on brand and increased registrations

Airsweb/EcoOnline, Head of Marketing, Remote UK **August 2020 - February 2022**

I joined Airsweb, a leading Health & Safety Software company, as Head of Marketing. When Airsweb was acquired by EcoOnline I took the role of Enterprise marketing manager with a focus on UK/USA

- Successfully ran the global marketing operation of Airsweb, exceeding MQL, SQL, & ARR targets for 2020/Q1 21
- Managed the integration to EcoOnline, including migration from Pipedrive to HubSpot and MS Dynamics
- Managed 2 Direct Reports and took the lead on integrating UK Marketing Teams, and aligning sales & marketing.
- Managed the Budget for UK/IRE/USA

EASTWEST Public Relations, Consultant, Remote, UK **April 2020 - August 2020**

After returning to the UK, in the midst of the pandemic, I joined EASTWEST PR as a freelance consultant and global marketing expert.

- Managed the launch of a weekly newsletter to 4,000+ subscribers
- Wrote 2-3 articles per week for the Blog and Managed LinkedIn personal accounts for C-Level clients
- Marketing & PR tasks for clients in various industries, including writing & LinkedIn Management for Rosti Plastics

Rob Oakley Marketing Services, Owner, Korea / UK **May 2019 - August 2020**

Servicing a number of clients in Korea, USA and the UK, with Marketing, copywriting, strategy and campaign management

- Developed marketing strategy and content for a Foodtec Startup
- Developed a marketing campaign strategy for a cybersecurity services company based in France
- Developed a series of customer success case studies for a Marketing Agency based in Las Vegas

TmaxSoft, Global Marketing Manager Seoul, South Korea August 2013 - May 2019

TmaxSoft is a global software innovator focused on cloud, infrastructure and legacy modernization.

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

Seongsu Elementary School, English Teacher, South Korea 2012 - August 2013

I moved to South Korea with my family and started working in education

- Native English Language teacher for elementary grades 3 - 6 as part of the GEPIK program
- Lesson Planning and material creation to support ESL language program

BCA, Audi Stock Market, Business Analyst & Marketing Manager, Peterborough UK November 2001 - February 2012

BCA is Europe's largest Automotive Auction and online remarketing company with clients including; Audi & VW Group.

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

EDUCATION

BSc (Hons) Computing & Information Systems Anglia Ruskin University, England AWARD: 1st class with honours. 2008

Btec Media Studies Peterborough Regional College, England AWARD: Btec Diploma. 1995

Cambridge CELTA Certificate of English Language Teaching to Adults, Cambridge Regional College 2011

Cambridge PTLLS Preparing to Teach in the Life-long Learning Sector, Cambridge Regional College 2011

CERTIFICATIONS

Salesforce/Pardot Trailhead 2017 | Google Analytics Academy 2017 | Hubspot Academy Inbound Marketing 2016/2021

SKILLS

Hubspot | Salesforce | Pardot | Zoho | Mailchimp | BeePro | Mautic | WordPress | Google Analytics

Copywriting | Blogging | SEO | AdWords | HTML | CSS

VOLUNTEERING

Hanawon North Korean Refugee Settlement Centre

Suji Love - Poverty alleviation

REFERENCES

Available On Request