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## Profile

I've worked in digital marketing at technology businesses for the past ten years. During this time I've helped a number of businesses to plan and execute marketing strategies, raise investment and grow revenues.

I now advise early-stage startups on growth strategy, product marketing and analytics. I also mentor early-stage startups through the Launch Lab Accelerator at City, University of London.

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## Expertise

Marketing Strategy | Performance Marketing | User Acquisition | App Store Optimisation (ASO) | SEO | CRM | Product Marketing | Influencer Marketing | Analytics | Brand Strategy | Content Strategy

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## Career Summary

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Digital Marketing  
Consultant  
May 2019 to present

Currently working as a consultant and advisor to startups and SMEs in London and the surrounding area. Some of my latest projects include:

- Advising a VC backed fintech startup on product launch, product-market fit and growth strategy
- Product marketing audit, ASO strategy, and management of ongoing ASO including an international localisation project, for an analytics business with four mobile apps
- ASO audit and strategy for dance studio app
- Set-up and optimisation of performance marketing and user acquisition analytics for a recruitment mobile app
- Consulting with a seed stage video learning startup on product launch marketing, product and raising investment
- Running a mobile app marketing workshops for the marketing team at a cryptocurrency wallet provider

XXXXX

Senior Marketing Manager  
April 2018 to May 2019

Joined XXXX as the first employee with the remit of launching the mobile app product and driving user acquisition and engagement amongst target audience of 18-25 year-old students. Responsible for developing the user journey and optimising all touchpoints from awareness through to ongoing engagement and retention. Helped business grow to 36 FTEs and generate significant revenue. Progressed to lead the cross-functional candidate growth & retention squad and sat on the senior leadership team.

Marketing Manager  
July 2015 to April 2018

- Launched XXXX in the UK market, acquiring 10,000+ users in the first six weeks
- Contributed to growth that enabled £2.2m ([Jan 2017](#)) seed funding round and £5.1m series A funding round ([May 2018](#))
- Defined and delivered marketing strategies that have delivered over 150,000 high quality registered users to date at a very low CPA of £2.55
- Managed marketing budget of £250k
- Grown mobile app monthly active users to peak at 40,500 in November 2018

- 106% YoY growth in registered users with full profiles in 2018
- Increased initial onboarding completion rate from 40% in 2017 to 73% by the end of 2018
- Responsible for all user acquisition performance marketing across social, display, affiliate and influencer
- Managed all paid awareness and acquisition campaigns across Facebook, Twitter, Snapchat, YouTube and LinkedIn
- Oversaw relationship with Apple resulting in x xxxx being featured twice as 'App of the Day'
- Lead the business case to develop a web product to take x xxx's unique careers tools and features to users regardless of location or device. Managed marketing launch of this product
- Designed the website roadmap and associated SEO strategy that involved both in-house technical SEO and a content program through a freelance student journalist network. Resulted in over 500 published articles and student guides and had a major impact in growing web sessions to over 50,000 monthly users by the end of 2018
- Contributed to joint marketing and product projects designed to engineer organic user growth and engagement such as referral schemes and product marketing initiatives
- Project managed the deployment of a multi-channel product marketing/CRM system (Braze)
- Lead new influencer marketing campaign in Q4 2018 that helped drive significantly improved YoY engagement
- Project managed quantitative and qualitative user research project to explore the issues within the market and product in great detail. Resulted in a completely new understanding of the complex user journey for each student as they seek their first job and subsequently meant redeveloping the segmentation, value proposition and messaging with adjustments to UX and product development
- Helped define early B2B value proposition and lead generation tactics resulting in 60+ Times Top 100 clients and revenue targets of £2.2m
- Managed marketing team and made numerous hires including designers, copywriters and event managers, as well as managing several agency relationships

## Quarsh

**Marketing Manager**  
May 2013 to July 2015

Progressed to Marketing Manager after joining as the first employee and proving the commercial contribution of marketing in lead generation, new customer acquisition and added revenue streams.

**Marketing Executive**  
May 2012 to May 2013

- Developed a marketing strategy with a budget of £100k per year
- Delivered qualified leads through content marketing, SEO, social media, CRM/email and event marketing.
- x x x attributed to £1m+ revenue in first 3 years
- Project management of client recruitment marketing including employer branding, social media strategy and career website/ATS integrations
- Managed two direct reports
- Managed numerous freelance professionals including creative designers, web developers and journalists

## Enterprise Rent-a-Car

Completed graduate scheme consisting of sales, marketing and management training before being promoted to assistant manager.

**Assistant Manager**  
March 2011 – April 2012

**Management Trainee**  
July 2010 – March 2011

- Completion of the graduate management program in (then) company record of 7 months
- Responsible for business KPIs and management reporting
- Managed a fleet of more than 100 vehicles and 30 corporate accounts

## Qualifications

Institute of Direct and Digital Marketing (IDM)  
- PG Diploma in Digital Marketing – 2015

Leeds Metropolitan University  
- Marketing BA (hons) – 2009

## Certifications & Awards

Google  
- Google AdWords Mobile Certification  
- Google Analytics Individual Qualification

Internet Advertising Bureau (IAB)

Bedford Modern School

- 3 A-level & 1 AS-level A-D – 2006
- 11 GCSE – A-C

- Fundamentals of Digital Marketing – by Google

Institute of Direct and Digital Marketing (IDM)

- IDM CPD Award – 2015

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## Interests and Personal Information

I am a fitness enthusiast and keen skier. I have held a full and clean drivers licence for the past 13 years. References available.