

Cover Letter | Summary

Digital Sales Partner and Business Development professional specialising in strategy, brand development and performance growth of digital agencies, self/managed service tech solution organisations and SMEs. Experience gained through Tech, SaaS, Agency, Tech, AdTech and Publisher channels.

I succeed with client interaction and maintaining professional relationships at all levels from pitch through to implementation, delivery and post campaign analysis. A natural communicator, marketer and networker with strong leadership instincts, demonstrated whilst project managing the merging of corporate partnerships, creating new departmental revenue streams and building teams built on strong relationships.

Experience designing, building, sustaining, developing and growing sales & marketing campaigns and business processes by joining up data, challenging assumptions, and expressing the changing user journey to drive stronger interaction and higher results across multiple sales touch points

Commercial experience developed through Director level roles undertaken to develop teams and departments. Client growth is paramount, achieved through implementation, product adoption, data analysis and training across both brand and performance advertising and IT solutions including HRonboarding, process development, digital transformation, paid search, display, social, video, email and e-commerce.

All the above served well due to a passion for digital sales strategy and business development which has allowed my knowledge of the digital landscape to grow through the challenging roles I have taken whilst consistently engaging with industry news/updates. I understand the functionality of advertising from print to programmatic through DSPs and Ad Exchanges and how to partner with enterprise businesses to leverage emerging technologies to benefit stakeholder and customer facing business processes.

Industry Experience

Founder, Principal Consultant
Facets Commercial Consulting
April 2020 - present

- Entrepreneurial drive and SME interest led me to design a business model where I could work in several contracting/fractional roles and cover the whole commercial ecosystem for clients by joining up sales, partnerships, marketing and client development
- Addressable marketing is 4.9m businesses, we currently work with >20 and the business has grown to over £80k per month recurring revenue with 15 people
- SaaS, software, creative and tech companies were the primary focus, we have now expanded to hardware / physical goods / products / services
- Providing commercial consulting targeting CMO/Marketing Director/Managing Director level for clients. Helping devise and implement new business and client retention strategy whilst utilising substantial networking skills and industry knowledge of UK Creative, Digital and Marketing agency landscape to provide the best results through partnerships and sales whilst creating honey pots from inbound opportunity via several marketing channels

Business Development / Commercial Director

Various

September 2016 - April

Key Highlights

- **GO! New business Transformation** - Agency partnerships role selling intermediary lead gen services. 19 new to GO! Agencies joined through my relationships in 7 months. £300k + and continuing commercial impact due to residual income model
- **Leighton** - Agency technology role undertaken, digital transformation utilising emerging technologies.
- **Adludio** - Mobile display; commercial project developing business for creative SaaS platform. Gumtree was key client acquired. Casumo, Mercedes and EveSleep other key clients. £386k commercial impact
- **Adthema** - Agency partner development - SaaS. 12 agency partners won, £182k commercial impact
- Determine requirements from agencies/advertisers to provide a functional partnership platform for each.
- Implement holistic commercial strategy for businesses
- Sales & client services strategy, process flow creation & management, tool creation, pitch & communications copywriting. Experienced pitch winner
- Training of internal marketing and client services teams across digital strategy & process, product adoption & utilisation inc. set up, sales process with differences to new and existing clients.
- Set up commercial partnerships from a portfolio of contacts providing an endemic solution for their business through data analysis and multi-channel thinking.
- Big single deal - non for profit organisation - £230k + marketing budget (Agency - **Energy House Digital**)
- Managed through training , KPI objective setting, weekly reporting, 50+ persons. Sales and account management role personal.

Agency Development Consultant - Contract

Google - (through Capita)

February 2015 - September 2016

- Managed a portfolio of 30 digital marketing agencies with combined Google spend c.£50m per annum
- Role required close relationships at all levels within an agency in order to impact commercial growth through implementation of new business strategy, including identifying new business opportunities, providing industry/sector data, formulating proposals, research, product adoption, training and campaign build/optimisation suggestions.
- Advanced understanding of paid search through Google products and platforms - Search, GDN, YouTube, Gmail, Shopping and all forms of remarketing to identify opportunities for agencies to obtain additional revenue streams and drive conversions for clients.
- Selected as part of project Topaz assignment and Micro-Moments leader of 12 consultants which opened up the door to some of my agencies being placed on Google's Elevator programme for the UK's Top 250 performers
- Proactively designed sales masterclass pulling on previous experience to walk agencies through the service selling process to ensure continued new business acquisition and therefore revenue from agency portfolio.
- Strong feedback from my portfolio coupled with internal trust gained allowed me to partake in leadership program.
- Knowledge of the digital landscape and user journey has enabled me to advise on website design through to reporting to ensure advertisers consumers find what they want, when they are searching for it and convert.

Sales Manager EMEA

IBT Media - AdTech Network

January 2014 – January 2015

- Originally headhunted to take a UK start-up network to the top within the Healthcare industry.
 - Lead GTM process for the Luxury and Business side of the company to market after the exclusive re-launch of NewsWeek magazine, establishing new print and digital contacts within companies requiring a C-suite audience such as Patek Philippe, British Airways, P&O and Microsoft.
 - All business generated consisted of new business prior to account management. £140k quarter target exceeded in Q2 through above clients.
 - Accountable for the highest sales figures in company Q3 2014 by interacting with senior decision for the likes of Proctor and Gamble, ASDA, Apos Therapy, Abbott UK, Beneden Health and Aviva.
 - All Sales roles prior - duties inclusive
 - 1 direct report - sales executive
-

Sales Manager - (SE Prior to promotion to SM)

DigitalBox - Digital Publisher

June 2012 – January 2014

- Manager of display CPM team across Digital Sports Group.
- Promoted on performance and leadership to manage a team of three. Substantial time effort placed in executives - repeated phone/face to face pitch practise, industry seminars, meeting attendances – with strategy implemented to accomplish business growth. Reported to me on a daily basis.
- Utilising role to put in place tenancy agreements across sports inventory with sports betting companies direct for Q4 2013. £130k generated as affiliate to the likes of William Hill, Paddy Power, Ladbrokes and SkyBet.
- Branding Team sales targets of £90k met each month for Q3 and exceeded Q4.
- Own initiative utilised to put in place sponsorship of Northern Digital Party in order to gain exposure to rapidly growing Northern agency spend.
- Opened up preferred partners with Blinkx and Silence Media to add to sales targets through relationships previously had.
- All Sales Executive duties inclusive:
 - Proactively generated new online advertising revenue through prospecting for new client business.
 - Maintain previous spend by utilising people skills to develop long term relationships
 - Past probation with a salary increase due to sales within this period. £28k new/maintained business brought on board within first 3 months.
 - Making professional recommendations to clients to deliver campaigns to suit needs
 - Salary increase due to revenue performance, consistently over-achieving sales targets - £25k growing to £35k to £50k.
 - Largest client single spend £62.5k – Universal McCann
 - Proactively utilised relationships to move clients to different Digitalbox offering when necessary – CPM to CPL.
- One direct report - sales executive

Qualifications

Google Certified across all available accreditations (6)

University –Marketing Management specialising in Digital- BA Hons with pass grade

A-level - English Literature (C), Design (B) and Physics (C) (with Mathematics AS (C))

GCSE – Mathematics (A), Chemistry (B), Physics (B), Biology (B), Design (A), English Literature (A), English Language (A), Geography (A), Art (B) and French (B).

Personal

Date of birth: 9 November 1988

Nationality: British

Interests: Sports, my dog, Exercise, Traveling, reading, friends and family