

Wesley Samways

A CIM qualified Digital Marketer with experience originating from traditional techniques through to the latest digital delivery methods, refined from over 15 years marketing products and services within both B2B and retail sectors. Experienced in Ecommerce, website and campaign design, development, delivery and optimisation with a proven ability to deliver successful integrated marketing campaigns to meet key performance metrics and within budget.

Oakhouse Foods

Digital Marketing Manager
(E-commerce Manager)
October 2017 - Present

Oakhouse is a Direct-to-Consumer retail business providing frozen ready meals to UK customers through a franchisee managed delivery network.

Developed an understanding of the business as E-commerce Manager then quickly progressed to Digital Marketing Manager taking responsibility for both the optimisation of the Retail Experience as well as Digital promotion.

Skills

Email Marketing

PPC (Google and Bing Ads)

Facebook - Advertising

Google - Website optimisation

Experience

Retail (B2C) Marketing

E-commerce

Digital Marketing

Email Campaign Management - Optimisation and refinement of an established email marketing channel to increase database size and subsequently click through then open and conversion rates. (Measured against purchase conversions and brochure requests) An over 24% Open rate and over 12% CTR resulting in *Doubled online transactions* and *Increased revenue from £130k to £270k* so far in 2018 (an £11.70 channel ROI)

Paid Media - Daily campaign management across Google Ads, Bing Ads and Facebook Advertising. Ensuring Campaign, keyword and display assets are competitive against fierce competition. Google Ads accounted for an *increase in over 30% of web traffic* and a revenue increase from £547k to £697k during 2018. Facebook channel realigned to focus on Lead gen resulting in a significantly lower CPA and an *increase in leads of 7.7%* during 2018

Data Analysis and reporting - compiling and analysing daily and weekly reporting against all digital channels using Google Analytics and the respective platform reports to identify opportunities and realigning under-performing campaigns. Maintenance of Digital Marketing budget using SAP to measure against lead generation.

E-Commerce and merchandising - responsible for the maintenance and optimisation of the Magento hosted retail operations of the website, including on-site search (Nextopia), the review platform (Trustpilot) and website chat (Live chat). Setup and management of Google's Tag Manager, Shopping, My Business and Search Console products.

Claritum

Marketing Manager
February 2017 - October 2017

Claritum develop and support a network of clients through a Procurement management platform specialising in managing Tailspend. Recreated a new suite of collateral to support integrated marketing campaigns fueling a new lead nurturing program, redefining the branding and reinforcing Claritum's position as a knowledge leader in the Spend Management sector.

Strategic segmentation and lead scoring of Claritum's marketing database to target new email campaigns more effectively (including development of corresponding Landing pages and capture forms) Key to the development of an entirely new IT marketplace using Magento 2.0 for business customers within 2 months.

Skills

Marketing Automation

Social Media Marketing

Integrated Campaign Management

Creative Design (Adobe)

Experience

Public Sector

B2B Marketing

Marketing and Design

Spend Management

Marketing Automation Management

Strategic planning, design and execution of a fully automated marketing program using WordPress, Salesforce and Act-On platforms. Full lead nurturing program using lead scoring to provide 'funnel dependent' content delivery. All based upon detailed management reporting and performance analysis.

Integrated Marketing Campaigns

Design and development of content for distribution over email and various social media channels. Compilation and design of all supporting visuals and copy.

Branding and Design

Creation of all branded materials including design of supporting infographics and adverts for print and digital. Brand management and signage development.

Development, Branding, Design and Startup of an Online Retail Store (SmartBuyer.market)

Commercially focused IT reseller marketplace, developed using the new Magento 2.0 platform. Products listed reached page 1 of Google in a congested IT product market place. Design of branding and all site page layouts and visuals.

Strengths

Digital campaign strategy, design, and delivery
Campaign performance reporting
CRM, database management and data profiling
Creative project and marketing campaign management
People Management experience
Budget Management of over £300k p.a.

Experienced Adobe Creative Suite author
Experienced Magento Authoring and Administration
Production of printed and electronic brochures
Website design and promotion
Corporate brand development
Event planning and management

Qualifications

Professional Certificate in Marketing (Chartered Institute of Marketing) 2006 - 2007
Business and Administration Level 2 (NVQ)
Advanced Email Marketing Certification: Email Marketing Strategy

Professional Training

Google Ads (Advanced) - Jellyfish Training
Digital Marketing - Jellyfish Training
Email authoring and platform management.
Adobe Dreamweaver: Website Development
Creative Design for print
Advanced Microsoft Office
Project Management Fundamentals

Choc on Choc

Marketing Manager
May 2016 - January 2017
(Contract)

Skills

Campaign Management

Design for Print

Web Design/Development

Creative Design (Adobe)

Increased sales by over 25% through email newsletter campaigns and website development.

Widened customer base by the implementation of a bespoke corporate channel and Wedding landing page, resulting in increased traffic and sales.

Experience

Retail (Mail Order)

Retail (eCommerce)

Email Marketing - Concept, design and HTML coding using MailChimp, campaign management and strategy. Detailed performance reporting.

Campaign Management - Redesign of all transactional emails, including all HTML coding. Segmentation of customer types to optimise email performance and ROI.

Graphic Design & Artworking - Catalogue design for print and digital distribution. Packaging and product design. Image retouching, recolouring and formatting. Website design and development.

Performance Analysis - Weekly reporting and detailed analytics highlighting trends and ROI for online channels. (Retail and reseller websites).

Website Design and Maintenance - Development, optimisation, design and maintenance of website. Creation of bespoke corporate and wedding personalisation services.

Cox & Cox

Digital Marketer
July 2013 - May 2016

Skills

Campaign Management

Creative Design (Adobe)

Web Design/Development

Generated nearly £2m in revenue during 2015 through Email Newsletter campaigns.

Setup and maintained automated "trigger" email campaigns generating 61k site visits and nearly £300k in additional revenue since 2014.

Managed the implementation of a new email broadcast platform including email redesign increasing open rates from around 13% to over 40% and at least doubling click through and conversion rates.

Experience

Retail (Mail Order)

Retail (eCommerce)

Email Marketing - Set up and implementation (Lyris), campaign management, strategy & reporting. Concept, design and HTML coding. A/B split testing and performance measuring.

Campaign Management - Abandonment program design, setup and maintenance. Welcome, Advocacy & Anniversary of purchase program development. Affiliate management.

Graphic Design & Artworking - Image retouching, recolouring and formatting. Website design and development. Design for social media. Print based design including catalogues and direct mail.

Database Management - Segmentation and profiling. Data formatting and management. 3rd Party supplier management.

Website Maintenance - Magento administration (content management). Custom landing page design and coding.

Website optimisation (SEO) - Google Analytics - Campaign tracking and monitoring, Website performance analysis

IPL (Now Civica)

Creative Designer
December 2012 - April 2013

Marketing Executive
January 2011 - December 2012

Skills

Creative Project Management

Creative Design (Adobe)

Brand Development

Event Management

Joined IPL as Marketing Executive (only Marketer for IPL) oversaw the internal and external rebrand of IPL which launched during 2013. Progressed to **Creative Project & Campaign Manager** to acknowledge the Branding and design elements of this role.

Successful implementation of a New corporate email management system in 2012, introducing data segmentation and email campaign strategies resulting in **increased click-through rates**.

Well received design of an entire suite of exhibition stands promoting 6 separate business units in line with corporate identity.

Experience

Financial Services

Telecoms

Defence

Government

Management of IPL's internal and external rebrand, including marketing collateral and corporate sponsorship (Bath Rugby) for distribution through both digital and traditional channels.

Developing relationships with external print and design agencies to deliver creative marketing projects and branded material within budget and timescales.

Providing customer-centric marketing support to internal teams to promote corporate brand values. Design and distribution of targeted email campaigns to an in-house profiled marketing database (DotMailer).

Personal Background

I am hard-working and conscientious, and in my own time I enjoy supporting small local businesses to develop their own brand identity and strategies. I enjoy off-road cycling and walking; recently having summited Snowdon by bike and Scafell Pike and Nevis on foot.