

Sam Bacon

An experienced and confident digital marketing professional with a polite, open and friendly manner; uses well developed communication and interpersonal skills to establish and maintain relationships. Possesses both drive and commitment, rising to the challenge of responsibility and new experience.

Key Deliverables

- Increased website traffic (achieving 500% growth) through rebuilding the company website, targeted outbound marketing campaigns, both paid (SEM) and organic search (SEO) and PPC.
- Successfully developed and delivered Marketing Qualified Leads (MQL) campaigns, achieving a 750% growth for sector specific business units.
- Implemented a full LinkedIn strategy including promotional campaigns, job postings and ongoing content achieving over 1000% growth in followers.
- Increased company email campaign open rates to an average 50%+ and 15%+ increase of CTRs.
- Creation and implementation of GDPR awareness campaign achieving a reach in excess of 50,000 clients.
- Generated new business leads - over 200 client leads in less than six months.

Career Highlights

I have considerable experience working with small businesses designing and implementing new marketing processes, assets and activities. This included my fixed-term contract at Crimson Publishing which involved the production of three branded websites, direct marketing (including brochure design/production), trade event attendance with a branded stand and supporting our key distributors.

During my spell with Clarks International my trade marketing role involved working closely with our partners (including Brantano, Debenhams and John Lewis) to assist them in maximising sales of the Clarks brand within their stores through co-operative marketing campaigns, sales incentives and provision of product information to convey to the end user.

During my first three months at Procorre I completely re-engineered the website which has now resulted in 500% growth in traffic and is now a valuable source of lead generation (750% growth) for our numerous business units.

In my role at Procorre I was responsible for devising and implementing our LinkedIn strategy, this has included the use of promotional campaigns, job postings and an ongoing content campaign which has resulted in >1000% growth in followers and established this marketing channel as a valuable source of marketing qualified leads.

In my last position I directly managed an in-house marketing team of five team members in addition to numerous suppliers including digital marketing, social media and PR agencies.

My role was evenly split between managing the daily output of our marketing team (including suppliers), working closely with the board in formulating/delivering the overall marketing strategy to support the business objectives of Procorre.

Career

July 2015 – May 2018

Procorre, Bristol

Senior Digital Marketing Manager

- Managed the marketing for the group including all activity within the marketing department.
- Responsible for managing digital marketing projects for the group including the agile design, production and launch of the following: two new websites, end user app, consultant portal and the introduction of the marketing automation strategy including HubSpot/MS Dynamics CRM integration.
- Managed digital marketing activity including social media, SEO, SEM, PPC and content marketing to support the business objectives.
- Work closely with Managing Director/Board of Directors to develop a cross-platform integrated marketing strategy which is conducive to the company's goals and objectives.
- Ensure digital marketing projects hit deadlines and are within specified budgets; continually analyse effectiveness utilising tools like Google Analytics to track and improve ROI.
- Responsible for the creation and publication of all marketing material and documentation including social media messaging/assets, white papers, videos, infographics, brochures, webpages and blogs.
- Supporting different sales functions by assessing and improving content led digital lead generation campaigns providing MQLs, analysing results obtained and using this information to constantly improve campaigns ensuring optimal results are attained.
- Responsible for promoting frequent and timely positive media coverage across all media channels available (working with both PR and digital marketing agencies) and counteracting any negative publicity including introduction of an employee advocacy programme utilising platforms such as Glassdoor and the company LinkedIn pages.
- Maintaining effective internal communication including the management of company Intranet and SharePoint document control resources to ensure all the relevant functions are kept informed of marketing objectives/achievements.
- Managing the current marketing department; manage performance and activity; developing each employee and identifying their training needs; responsible for achieving personal/ team KPIs and adhering to set SLAs.

July 2014 – June 2015

Crimson Publishing, Bath

Digital Marketing Manager (contract)

- Have overall responsibility for devising and delivering the company's marketing plan, including all marketing activities for our numerous imprints including books, e-books and digital resources
- Directly responsible for one staff member and the management of external agencies including PR, social media and design
- Designed, produced and launched three fully e-commerce ready websites for our key sub-brands
- Responsible for the design, delivery and analysis of all digital marketing activity including content, SEO, PPC and social media promotion.
- Ensured all marketing projects were delivered cost effectively and to agreed deadlines.
- Visiting key accounts and strategic partners to develop and implement co-operative digital marketing campaigns and effective sales promotions

February 2014 – April 2014

Action Coach, Bristol

Coaching Team Member

- Assist the sales team in achieving revenue and profit growth to agreed KPIs
- Identify key target markets, devise and execute multi-channel marketing campaigns
- Identify and develop strategic alliances with selected business service providers including banks, law firms and accountants

March 2007 – January 2014

Haynes Publishing PLC, Somerset Marketing Manager

- Responsible for development and implementation of company marketing plan, including all marketing activities across both UK and Europe
- Delivered a number of key digital projects including a new website, health app (working with the NHS and automated outbound digital marketing campaigns)
- Managing internal design, website, database management and administration team
- Management of external agencies including PR, sales promotion, social media and design/advertising
- Setting and managing budgets, ensuring all projects are kept within budget and cost savings made where possible
- Development and delivery of all ATL/BTL activities for both automotive and general publishing titles supported by POS and selling materials for integrated sales/marketing
- Working with key internal stakeholders from NPD to NPI with responsibility for devising and delivering the agreed marketing plan
- Visiting key accounts (including Amazon, Halfords and WH Smith) to plan and execute future sales promotions and marketing support

January 2006 – March 2007

Bezier Ltd, Bristol Account Manager – Coca-Cola (FMCG)

- Working with product and sales managers on-site at Coca-Cola to deliver marketing activities across the brand portfolio through various distribution channels
- Managing sales promotions including design, production and delivery of POS for all brands within the food and leisure channel including Subway, Sodexo, Tussauds Group and Vue
- Creation and delivery of bespoke POS and POP solutions to support both national promotions and new product development
- Managing the design and delivery of innovative in store display solutions for key customers
- Working on behalf of Coca-Cola as key marketing contact liaising direct with clients such as Tesco, Asda, Sainsbury's, Somerfield and Woolworths

August 2002 – January 2006

Clarks International, Somerset Trade Marketing Manager

- Design and production of seasonal showroom graphics in line with business strategy, sourcing product, models and locations, styling and co-ordination of photo shoots
- Producing bespoke POS and visual merchandising guidelines for customers ensuring consistent branding across all distribution channels
- Event management including conferences for around 600 delegates, involving production of videos, presentations and other support materials

Education and qualifications

Institution	Qualifications/grades
London Guildhall University	BA (Hons) Marketing with Economics 2:1
Clevedon School	A Level Business Studies A Level English Literature A Level Theatre Studies 10 GCSEs grade A-C

- Full clean UK driving licence
- Computer literate and competent user of Microsoft Office, internet, e-mail and social media
- References available upon request