

Business to Consumer Professional Achievements

Prolix Music LLC, Baltimore, MD, USA - Start-up to Ranking 4th in 12 months, self funding from sales

From patent application and trademarking, to selling over 7,000 units in 12 months I have been an integral part of Prolix Music LLC. But don't take my word for it, I'll let the inventor say it for me. **"John is a genius marketeer. In just 12 months he took our start-up from nothing to being a serious contender in our industry. His broad knowledge and creative vision has added immeasurable value to our brand, and his use of social media, search engine optimization, and website analytics have pushed the boundaries of what one might consider achievable - especially for a startup like ours. John continues to manage our media presence, and through his dedication we are seeing unprecedented click-through-rates (CTR) with our web advertising with extremely low cost per click. In addition to our web presence, John has managed virtually every aspect of our brand - our philosophy, print media, product packaging and so on. He is always on point, and has become our most trusted resource."** Stephen C Hope - CEO - Prolix Music LLC +1 (443) 228-8884

Awards



Computer Weekly Social Media Awards
Content provision for social media campaign



Direct Marketing Association Silver Award
Direct Marketing Campaign

Recent Experience

Prolix Music LLC Creative Marketing Consultant October 2019 - present

Self funding start-up to Ranking 4th in Instrument humidifier market worth \$64m annually

CTR: 9.98% CoS 22% Gross Profit 75% Net Profit 25%

- Develop, implement, track and optimize digital marketing campaigns through, Google Ads, SEO, web, social media, and social media advertising
- Analyse and report on campaign results and customer behaviour to identify actionable opportunities to increase sales, improve customer acquisition and improve engagement
- Designed and developed social media strategies
- Directing the overall creative process from concept to completion while project managing all the appropriate third party suppliers and working closely with the client
- Working closely with researchers and client build an effective digital first business strategy, marketing strategy, product development, content provision, sales calls, sales support materials and samples as well as targeting large distributors
- Enable Canada, Mexico, Brazil Amazon seller accounts and pan-European sales opportunities with Amazon listings and translations across four markets, ES, FR, DE & UK.
- Create CRM Sales & Marketing channel for retail, stockist and distribution clients. Email and qualification calls.

Quai Digital Creative Marketing Consultant January 2021 - November 2021

£3m business with no buyer interest to two interested business buyers working through due diligence

Objective succeeded after 4 weeks of stage 2 completion

- Developed a broad base set of business objectives necessary for potential buyers
- 5 part plan for 3 year exit strategy to create value at £50m
 - (i) Re-brand
 - (ii) Website build
 - (iii) Short to long term sales process
 - (iv) Short to long term marketing plan
 - (v) Internal and external cultural change plan
- Road mapped a digital first brand experience, filling in missing aspects to the business (i.e. - marketing strategy centred around digital customer experience)
- Market research
- Implemented structure and sales process plan. Created brand equity (based on Keller's model) and wrote the brand promise, the brand manifesto, motivations and decision making judgments, product and customer experience structure as well as a clear direction for customer salience
- Delivered single minded proposition statement and entire messaging architecture.

Business to Business Professional Achievements

First Move Direct Marketing Services in High Wycombe - £3.25m to £8.5m in 5 years

First Move specialises in direct mail marketing. I was originally contracted by First Move to assess their high attrition rate and declining sales. I created dynamic website for them and helped them develop a new marketing strategy, which has been and ongoing catalyst to their success. Within 90 days of implementation, they successfully landed Gtech as a client. Moreover, they continued to grow by approximately 22% year-on-year. My efforts were also recognised with a DMA award – the first ever for a direct mail house. I still consult with them 4-5 times a year, with a goal of helping them maintain their momentum.

What I can do for your business...

Multi-Award winning Creative Marketing Consultant for 10+ years with hands-on experience providing:

- Innovative creative marketing solutions for start-ups and FTSE100 companies.
- Enormous experience from conceptual delivery to drive sales and gain competitive advantage in multiple markets worldwide.
- Managed digital campaigns, product marketing, account management teams, training, resource development, sales and client growth.
- Motivated & results-driven with a broad-based knowledge of online and offline marketing and creative delivery with a proven ability to succeed in fast-paced, rapidly changing and deadline-driven environment.
- Agile and flexible to rapid change in business structures and managed culture change when brands merge with differing visions
- Talented marketing strategist with expertise in creative direction, product development, branding, promotional advertising, digital marketing, digital first transformations, social media content provision
- Director level management, for teams, departments and businesses
- Business focused and net profit driven marketer with good business acumen in B2B and B2C environments
- Hands on creative solutions from marketing concept to final production with emphasis on cost benefit analysis and marginal utility
- Dedicated and ferociously hard working to achieve business objectives
- Fun, firm, honest, caring, rewarding and loyal to all members of any team that I manage and motivate. We all succeed together.

Sector Experience

Music
Music Technology
Financial Services
Pharma
Software development

Software
Document Management
Astrophysics
FMCG
Investment Banking

Insurance Services
Digital services
Consumer Goods
E-Commerce
Health and Care

Business Services
Telecoms
Research & innovation
Retail
Learning Development

Software skills

Amazon Seller Central
WooCommerce
eBay
Twitter
Facebook Business

Google Ads
Google Tag Manager
Google Merchant
Social Media Channels
VTiger CRM

Photoshop
Illustrator
Indesign
Microsoft Office
Premier

Media Encoder
CSS
Elementor
Word Press
Many more...

Education

The Open University BSc (Hons) Psychology

Art and Society, Society and Social studies, Psychology, Cognitive Psychology, Biological Basis for behaviour, Fundamental Neuroscience & Integrated Psychology

Richmond Upon Thames HND - Illustration

Typography, Graphic Design, Illustration, Air brush techniques, Perspective proportional illustration, Architectural illustration, Photography & Video