

# MARC BLAKE

Digital Marketer

marcblake@gmail.com | 07411515777

Digital marketing lead with five years' experience in marketing and project management. I've worked in various roles and on a variety of distinct projects which has given me a diverse skillset.

## WORK EXPERIENCE

### MICONEX

Digital Marketing Manager | Jan, 2017 - Current

- Managing a digital marketing team working with a variety of clients including Perth and Kinross Council, Dundee City Council and Angus Council.
- Strategic planning of all digital marketing campaign.
- Creation of multi-channel digital marketing proposals, content plans and digital communication strategies for clients.
- Project management of new Miconex products including local loyalty programs and local town currencies.
- Managing over 25 client relationships and budgets.

### FREELANCE

Digital Marketer | Jan, 2014 - Jan, 2018

Freelance social media management and strategy for a variety of clients including: Dunfermline Delivers BID, Queensferry Ambition BID, East Lothian Food & Drink BID, Miconex Apps Central, Provender Brown Delicatessen

### APPOINTEDD

Marketing Manager | May, 2016 - Aug, 2016

Role involved creating and managing Appointedd's marketing and communications strategy.

- Creation and implementation of Appointedd's marketing strategy.
- Creation of social media, emails, blogs and channel content.
- Planning and implementation of advertising campaigns on Facebook, Twitter, LinkedIn, Google Adwords and Capterra.
- Liaising with key partners and stakeholders on joint marketing activity
- Responsible for marketing budgets in excess of £100,000.
- Reporting to CEO, Board of Directors on Marketing performance.

## **MICONEX**

Digital Marketing and Product Manager | Feb, 2014 - Apr, 2016

Role involved digital campaign management, product and technology development within Miconex.

- Creation, implementation and management of digital marketing campaigns for clients including Stagecoach, First Group, Grassicks BMW, Perth & Kinross Council, Eden Court, Clyde Property, Perth Concert Hall.
- Creation of multi-channel digital marketing proposals, content plans and digital communication strategies for clients.
- Development, management and support for all clients with social media, email and PPC campaigns.
- Management of social media campaigns across Facebook, Twitter, Instagram and LinkedIn.
- Development of email campaigns for clients using campaign monitor and mailchimp.
- Responsible for Google AdWords and social media advertising budgets of over £10,000.
- Reporting to CEO, Board of Directors and clients on KPIs for Facebook, Twitter, PPC campaigns and web.
- Oversight on new product development including smartphone apps, transactional loyalty programs and gift card schemes.
- Staff and client training on social media best practices, SEO and Google AdWords.

## **DUNFERMLINE DELIVERS**

Project Manager | Apr, 2013 - Jan, 2014

Role involved the management of several key projects for Dunfermline Delivers including redevelopment of Dunfermline Delivers digital strategy.

- Worked on the redesign and redevelopment of the Dunfermline Delivers website and digital communications strategies.
- Developed clear content plan to promote BID member businesses across social media channels.
- Project managed the installation of Town Centre WIFI and Digital Signage.
- Worked on a Scottish Government funded recycling project for BID businesses.

## **LLOYDS BANKING GROUP**

Fraud Prevention Officer | May, 2010 - Jun, 2013

Roles within Authorisations & Fraud teams of Lloyds Banking Group, dealing with instances of potential fraud on debit and credit cards.

## **EDUCATION**

### **THE ROBERT GORDON UNIVERSITY**

BA (Hons) Media Studies | 2009 - 2013