**Richard**

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**Professional Profile**

Accomplished **Head of Marketing** equipped with a demonstrable record over 10 years in establishing and driving best-in-class marketing functions across multiple channels, sectors and regions. Expertise spans strategic planning, brand development, operations, team leadership, campaign management, analytics, content and communications – combined to develop impactful marketing initiatives aligned with organisational trajectories. Career success based on harnessing digital technology to generate new revenue streams whilst influencing credibly with Boards, marketing teams, clients, partners and suppliers to deliver cost-effective, innovative marketing solutions.

**Key Skills**

* **Strategic Planning**: Sets bespoke marketing strategies aligned with business goals, founded on comprehensive analytics and market insight to devise capabilities and resources and that realise ambitious KPIs. Launched the Travelwings brand in UAE by focusing on relationship marketing; deployed transactional, call to action, mass and viral marketing at Travelwings, andBeyond and MTV Africa; and made extensive use of digital marketing to raise brand awareness and market penetration.
* **Leadership:** Places great emphasis on setting clear vision, goals and objectives to engage and motivate B2B and B2C marketing teams operating across multiple geographies. Assembled and leading Travelwing’s marketing team operating out of 3 regional offices, undertaking regular reviews and appraisals to develop talent and capabilities, and deploys a delegating style of management to empower teams and leaders and support the delivery of marketing strategies to support corporate growth.

* **Corporate Growth:** Demonstrable success in creating and executing marketing strategies that generate substantive growth in market share, customer retention and profitability. Targeted the Filipino market at Travelwings by aligning the brand with cultural events utilising online and offline marketing that achieved 18% market share; increased profitability by 22% YOY and online sales by 107% at andBeyond; and set up own consultancy business on marketing initiatives to grow profit and online sales for clients.
* **Engagement & Networks:** Highly effective communicator with the ability to develop rapport with a broad community of multicultural stakeholders, honed through roles based in the UK, South Africa and Middle East. Seeks win-win situations to gain commitment from Boards, shareholders, clients, suppliers and staff, establishing clear goals, priorities and plans and ensures continuous dialogue to manage expectations and overcome disputes and challenges, including marketing platform issues at Travelwings.
* **Brand Development:** Continuous involvement in the determination and evolution of brand image for diverse products and services. Developed Travelwings’ global brand strategy and successfully addressed damage to brand reputation caused by technology problems; advised multiple clients on brand development strategies through own consultancy business; and secured enhanced brand affinity on behalf of MTC and Nickelodeon in the Africa region.
* **Marketing Operations:** Offers a breadth and depth of marketing expertise developed through senior appointments in both B2B and B2C organisations in multiple sectors. Established marketing functions from scratch as well as evolving existing departments and capabilities spanning communications, campaign management, customer acquisition, digital strategy and presence (SEO/SEM/social media), market research and analytics, content development, relationship marketing and brand marketing.

**Career Highlights**

**2015 – Date: Head of Marketing, Travelwings.com, UAE**

* Leading all marketing efforts spanning Digital, PR Social Media and offline to ensure the overall execution of the company's marketing, business and brand strategy to realise triple digit growth in revenue.
* Reporting directly to COO with accountability for all marketing plans/programs, sales strategies, partnership development, customer acquisition/service/retention, online experience, awareness and engagement.
* Creating and executing a global brand strategy customized by region with one cohesive message, and implemented through annual plans and programs channelled via market activations based on Digital and Traditional Marketing, Innovation, Social Media & PR.
* Building, managing and mentoring the global marketing team operating in 3 countries to execute demanding marketing programs based on exhaustive market and customer research, data & trends analysis, competitor analysis and customer engagement to support initiatives across multiple product and service offerings.
* Achieved highest market share in the Filipino market segment for 2016, and top performer for Philippine Airlines and Air Arabia for 2016.
* Successfully recommended to the Board a focus on addressing technology issues that were hampering business reputation and revenues.

**2013 – 2015: Digital Marketing Manager, andBeyond, South Africa**

* Developed strategies, omni-channel marketing programs and content plans to achieve assigned targets.
* Analysed analytics reports to optimise online platforms traffic, and inform/develop/evolve effective campaigns to drive maximum return in digital reach and brand engagement.
* Devised and executed yearly plan across digital outlets including company’s website, 3rd party digital outlets, Social Media (Facebook, Twitter) and YouTube, Instagram & Google +, SEO, SEM, Blogs and Mobile apps.
* Successfully identified and mitigated inaccurate or misleading information published by third parties (i.e. Trip Advisor, Google Maps) while enhancing internet/online marketing and communications.
* Managed and continually optimised SEM and Social Media ATL campaigns by using above and below the line methods.
* Played an integral role in the launch of a new website with industry leading digital marketing system.
* Increased yearly profits through ecommerce transactions by 22% YOY for the year 2014, and online sales by 107% during 2014-2015 financial year.
* Raised by 87.5% to 1.5 million yearly visits to the site and achieved top 5 rankings across Google.com Google.co.uk and Google.co.za using SEO specific keywords.
* Improved the quality of leads by 25% YOY with a significant increase in Facebook fans from 6000 to 139,000 along with Twitter fans from 4000 to 20,000.

**2011 – 2013: Digital Marketing Consultant**

* Set up own business offering holistic digital marketing strategies and services for brands across various industries including telecommunications, cosmetics, NPOs, entertainment & hospitality.
* Assignments included analysing, realigning and implementing existing and potential social media activities for brands ensuring content was relevant, contemporary and optimized according to client needs.
* Conceptualized and executed holistic digital media strategy for each on-going campaign.
* Created and executed Web, SEO, e-commerce and Social Media campaigns, including Facebook advertising, Pay per click, YouTube advertising, and Website advertising, and client accounts on Google plus, YouTube, Pinterest, and Tumblr.
* Increased online sales for Lamelle Cosmetics by 65% year on year, and Glocell’s brand visibility to emerging markets resulting in 1m USD profits across African Markets.

**2009 – 2010: Digital Media Manager, MTV Networks Africa**

* Designed and drove innovative digital media offerings, developing partnerships to create greater brand affinity and communities around MTV and Nickelodeon brand, and monetized MTV/Nickelodeon digital content across the African continent.
* Delivered Social Media growth across all MTV, Nickelodeon and VH1 platforms by developing strategies and executing across all digital platforms.
* Expanded MTV Facebook fans from 10 000 to over 150 000 within 12 months and MTV Website page impressions from 10 000 to 350 000 in the first 6 months of launching the website at MTV Networks
* Increased digital sales at MTV networks from zero to R2m in first12 months.
* Integrated the content with social networking platform by using Ubyou platform.
* Developed all Viacom mobisites and online platforms (MTV, Nickelodeon, MAMA, MTV base).
* Planned layout and functionality for ground-breaking MTV and Nickelodeon platforms.
* Managed key accounts including Wrigley’s, Vodacom, Hennessey, Blackberry and MTV Africa Music Awards, and Sony.

**2008 – 2009: Content Manager, Glocell**

* Utilized TV, Radio, online and mobile platforms to market and promote all digital content (Games, Music, wallpapers and screensavers) for Wireless Service Provider.
* Established and maintained the SMS short codes for various clients.
* Updated and marketed digital mobile platforms across WAP.UBYOU.co.za, MZUZU60.co.za and Samsung fun club.
* Sourced and loaded the content from various record companies: Gallo, Sony BMG, Universal and EMI.

**Credentials**

* **BSc Hons 1st class Digital Technology, Business Management & Innovation**, Dublin Institute of Technology
* **Digital Marketing diploma,** Vega School of Brand Leadership
* **Project Management professional**
* **Fluent English and Portuguese**