

Don Brown – curriculum vitae

Overview

A marketing and ecommerce professional with over 20 years experience across B2C and B2B companies, established businesses and start ups, client and agency-side. I'm used to managing seven-figure budgets, have project-managed transactional and content site builds, been an account director at an agency, and won several direct marketing awards for acquisition and retention campaigns. I have a strong track record of maximising ROI, attracting and retaining customers and building strong teams. Core skills include

- Digital: hands-on and management experience across digital marketing channels, including search, social, email and affiliates.
- Ecommerce: helped launch one ecommerce business and grew another to the biggest in its category. Project-managed several website builds, conversion and UX improvements and MVT.
- Brand and communications: partner at marketing agency responsible for online and offline creative solutions for a range of businesses.
- Team building – I've recruited and managed successful marketing, customer and client service teams in four businesses

Professional Experience

2014-present

Consultant

In the past 12 months I have been engaged for a variety of one-off and ongoing work across ecommerce and marketing projects. This has included preparing briefing documents for investment, analysis of costs and revenues for company boards, and working with marketing teams to increase sales and profitability.

Recent projects include (further details here: <http://thebrownconsultancy.com/about-me/recent-projects/>)

- Marketing plans and growth strategy for an online retailer (www.bobbooks.co.uk)
- Analysis of prospective ecommerce platforms for a leading media company
- Marketing planning and customer engagement strategies for kidstart.co.uk
- Affiliate marketing analysis for a magazine publisher
- Launch strategy for a national newspaper membership scheme

2012-2014 iSUBSCRIBE Ltd, London SW6

Interim Head of Operations

I helped this online retailer to increase sales by over 25% in 12 months and revenues by nearly 30% to over £4.5 million. I had responsibility for the management of clients and key service providers, the entire customer journey, as well as leading the acquisition and CRM efforts across our many online and offline channels including PPC, SEO, social media, email and affiliate marketing.

Responsibilities

- Management of all marketing, ecommerce and customer service teams
- Project management of site developments and UX improvements
- Management of seven figure marketing budget across SEM, affiliates, partners and other online and offline channels
- Employee recruitment and development for marketing, client and customer service teams
- Managing relationships with key clients, partners and suppliers

Achievements

- Increased sales to highest ever level, making the company the biggest in its field
- Project managed the design and build of new websites and microsites
- PR, social media and content activity that increased our visibility to clients and to the market
- Introduced new processes that increased the company's marketing activity and efficiency

2007-2011 ThreePM Ltd, London W1

Director

ThreePM is an e-commerce company that I helped launch in 2003 before becoming full time in 2007. I built the business to become the biggest in its category with annual turnover of £4 million.

Responsibilities

- Overall strategic direction of company and annual budgets
- Management of all online and offline marketing channels
- Project management of site developments and UX improvements
- Control of marketing budget in excess of £1 million
- Managed team of eight designers, marketers and developers
- Liaison with board and stakeholders across rest of group

- Managing relationships with clients, external agencies and partners

Achievements

- Increased sales by over 60% in three years while driving down CPA
- Increased net profit from under £150K to nearly £400K
- Project managed design and build of new bespoke e-commerce platforms
- Recruited and managed marketing, search, design and client service staff
- Initiated an SEO campaign that grew organic search traffic by over 60% in 12 months
- Doubled PPC sales while reducing CPA by over 30%

2003-2007 Solo Digital, London SE1

Marketing Director

Part-owner and director of a communications agency that provided strategic and creative services to a wide range of publishing, educational and not-for-profit clients including *The Spectator*, London Metropolitan University, RBI, City Capital Corporation, BBC Magazines and United Business Media.

Responsibilities

- Providing strategic marketing consultancy services and implementation paths at board level for clients, including full budget responsibility for revenue and expenditure
- Managing creative campaigns from briefing through to execution. I have in-depth knowledge of all types of off- and online direct marketing and CRM and retention strategies
- Web and online strategy for clients, including site creation, usability and digital marketing
- Managed 10 staff across production, creative, web and client support teams

Achievements

- Change management, realigning the business towards more creative and added-value work
- Increased company turnover by 20% and profits by 50%

1992-2003 Littlefield Brown, London SE1

Marketing Consultant

Customer acquisition and retention marketing for B2B and B2C companies, undertaking strategic reviews of companies' activities, creative work to a very high level and providing training services. Winner of eight direct marketing awards

Earlier jobs

- 1990-92 **Moving Pictures International** Marketing Director
- 1987-90 **IBC Group** Marketing Manager
- 1985-87 **Century Hutchinson** Product Manager
- 1983-85 **Hamlyn Publishing group** Publishing Assistant

Education

1980-83 New College, Oxford

BA(Hons) Philosophy, Politics and Economics

1978-80 Bede VIth Form College, Billingham on Tees

Five A-levels: Maths, Further Maths, General Studies, Physics, British Government
