

ANDREW MARKS

+44 7902 814434 | me@andrew-marks.com
Unrestricted right to work in the US and EU.

SUMMARY

Growth marketer specialising in scaling revenue for high-growth start-ups by combining data with creativity. I've delivered results across customer acquisition, product engagement, and organic traffic, including a 700% YoY increase in direct sales and 29% increase in LTV. I thrive in cross-functional environments where I can add value by bridging teams and disciplines, constantly pushing the boundaries of my skillset.

WORK EXPERIENCE

Growth Marketing Manager at Sensible Object Sep 2017 – Present
Seed-stage games start-up with ~\$2m annual revenue, making connected-home entertainment products.

- Growth lead for Beasts of Balance digital and physical product line – accountable for **analytics & customer insights**, feature roadmap refinement, user testing, and content production. Grew MAU from 6,000 to 11,000 in six months and increased LTV by 29%. Produced fortnightly analysis for senior management review.
- **Managed digital acquisition** for Beasts of Balance and Voice Originals. Increased conversion to purchase by 120% and revenue by 700% YoY from direct response channels including CRM, Paid Social, YouTube, Search, Display and Amazon Marketing; accountable for creative direction, planning, and optimization across all D2C channels.
- Defined cross-functional growth process and responsible for **experiment design and reporting** across product and revenue teams. Grew organic traffic by 77% YoY and delivered 2,000,000+ organic influencer views.
- **Owned and built data reporting infrastructure** for product and revenue KPIs; built multiple sales and acquisition dashboards in Google Data Studio that combined revenue reporting with customer engagement data.
- On-boarded and managed agencies to enhance online paid media, video production, and content marketing.
- Was a marketing intern from Oct 2016 – Dec 2016, managed **social media content and engagement reporting** and assisted with branding and go-to-market strategy for international launch of Beasts of Balance.

Content Manager at GrowthSupermarket Apr 2018 – Present

- **Manage content pipeline** for a leading marketing tool comparison site, including brand voice definition, content production and outsourcing, roadmap definition, product reviews, and guest blogging (featured on StartupNation).
- Produce easy-to-digest guides, reviews, and web content for marketing tools across: SEO, PPC, Social Media, Email, CRO, Content, Display & Productivity categories.

Marketing Executive at Property Partner Feb 2017 – Sep 2017

- **Managed all CRM responsibilities**, including email and text marketing communications for a base of over 65,000 leads, built HTML templates and **designed automated email flows** based on website events.
- Co-ordinated with development team to redesign CRM acquisition and conversion funnels for key segments.
- **Designed brand and referral surveys** for high net worth clients, compiled and presented data to senior management. These insights were then used as part of a company-wide rebranding exercise.
- Managed company blog content, coordinated scripts and production for weekly marketing video content.
- Copy-edited advertorials for print in the Financial Times, City AM, The Sunday Telegraph, and Investors Chronicle.

Digital Media Producer at AdHocnium Jun 2013 – Aug 2013

- Edited and produced a weekly podcast on social business strategy and wrote accompanying blog posts.
- Administered company's social media channels to amplify content including Facebook, Twitter, and Flipboard.
- Gained key insights into social businesses, digital marketing, product development, and business strategy.

SKILLS / INTERESTS

- Technical Skills: Adobe Creative Suite (Photoshop, Illustrator, After Effects), Final Cut Pro, Excel/Google Sheets, SQL, Data Visualization, Google Analytics/Tag Manager, HTML/CSS.
- Interests: Writing, video production, photography, travel, podcasting, awarded Best Writing & Best Director at the 2016 London Student Drama Festival, produced and directed a sell-out show at the Edinburgh Fringe Festival.

EDUCATION

King's College London, BA (1st Class) English Language and Literature Sep 2013 – Jun 2016

Awarded a double-first for final dissertation on improv comedy, storytelling, and narrative structure
Founded Running-a-Mock Improv and grew it to the largest student-led improv society in London
Gold Crown Recipient for outstanding contributions to student community; King's Leadership and Professional Skills Award