

LANCE SPURGEON

Marketing Automation Consultant & Marketo Specialist

PERSONAL DETAILS

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🏠 Lance Spurgeon
Crawley, West Sussex, UK

AREAS OF EXPERTISE

Project Management
Progressive Profiling
Dashboards and Reporting
Lead Scoring
Revenue Modelling
Integrations Webhooks/LaunchPoint
Real Time Personalisation
Drip/Lifecycle Nurturing
Ad Bridge Social Campaigns
Spam Assassin Rules Validation
Affiliate Management Systems
Email Click Tracking & Marketing
Smart Segmentation
Campaign Management
Database Marketing
Coaching & Mentoring
Project Management
Solution Architecture Design
Team Leadership
Client Relationships
Pitching & Lead Generation

TECHNICAL EXPERTISE

Marketo Services (Expert)
Eloqua (Advanced)
Salesforce (Advanced)
Qualtrics (intermediate)
Alchemy (Advanced)
Email Vision (Advanced)
MailChimp (Intermediate)
Vertical Response (Intermediate)
Dormailer (Intermediate)
SendGrid (Intermediate)
W3C HTML Compliance
Server & Web Hosting
PC Networking
CMS & CRM Systems Management
Web & Graphic Design
Microsoft Visual Studio, Asp.net 3.5
MS SQL, ASP.Net/Asp Classic
Software Development
Server 2000, 2003
Adobe Photoshop, Fireworks,
Dreamweaver
MS Word, PowerPoint, Excel, Access,
Visio, Visual Studio, Projects
SEO

PERSONAL SUMMARY

I am a highly skilled marketing automation specialist with years of experience in leading digital marketing strategy and directing transformational business change projects. As a trusted and respected consultant, I create automation strategy that engages audiences, reduces business costs and facilitates the execution of marketing goals. Collaborating at all levels of the businesses, I have an influential voice both in the boardroom and on the ground, building high performing marketing functions through the introduction of digital tools. Particularly, my expertise lies within the implementation of Marketo products and services, with specific knowledge of lead management, email campaigns, mobile marketing and database management. Personally, I am a creative and insightful individual with strong skills in project leadership, commercial strategy and stakeholder partnership management.

CAREER HISTORY

Senior Marketing Automation Consultant

JTF Marketing Ltd | March 2018 – Present

- Acting as a trusted advisor to senior clients, playing a crucial role in relationship management, requirement gathering and service delivery.
- Providing expert consultancy on Marketo tools and specifically within lead management, email/consumer/customer base/mobile marketing.
- Leading business proposals and consequent implementation of Marketo into existing CRM systems (i.e. Salesforce) for multiple new and existing clients.
- Directing the strategic direction and project delivery of BAU campaigns across 2 international Marketing/CRM teams, working with Consultants, Custom Developers and Designers (Graphic & frontend UX).
- Supporting clients in various business functions, including the upsell of products and services, preparing case studies and various IT integrations.
- Advising on GDPR legislation and embedding policy within current practices.
- Applying my expertise to coach and mentor staff internally and on client-site, playing a key role in their development and learning.

Senior Marketing Automation Manager

Sommet Education UK Ltd | March 2016 – March 2018

- Directed Marketing teams of 8 people in content development, output strategy and ROI measurement for leading hospitality universities.
- Played an integral role in the design and delivery of local, regional and international marketing campaigns with clear KPI reporting via Tableau. This involved assisting strategy in Russia, China, Spain, France and Italy.
- Transformed the team's digital capability through the introduction of Marketo tools into the current CRM system, Salesforce.
- Led marketing/CRM projects with alignment to commercial goals i.e. paid media /social media campaigns, events, open days, webinars, surveys and field promo's.
- Managed lead generation with the implementation of full consumer lifecycle frameworks to ensure effective marketing at each touch point, for example improving lead generation at enrolment stages.
- Responsible for resourcing and budget management, often recruiting external contractors such as Software Developers, Graphic Designers and Translators.
- Developing GDPR policy and ensuring compliance across the board.

Business Consultant (Intel Marketing)

ICLP Loyalty Ltd | April 2015 – February 2106

- Supported new business wins by matching enterprise-level client requirements to marketing automation features, contributing to pitches with bespoke solutions.
- Project managed product implementations as 3rd/4th line support, carefully monitoring the performance of 3rd party software and service providers.

PROFESSIONAL TRAINING

Marketo MCSE/MCSA

Marketo
2018

Diploma in Digital Marketing

Damlin College
2003 – 2005

PERSONAL ATTRIBUTES

Strategic Thinker
Strong Communicator
Analytical & Critical
Organised & Detailed
Data-Driven
Team Player
Approachable

PREVIOUS CAREER HISTORY

Managing Director

/ Digital Marketing Consultant

Bluetwo IT Solutions | 2001 – 2007

Field Sales

World Wholesale Industries
1998 – 2000

Staff Sargent

South African National Defence
1988 - 1997

ADDITIONAL INFORMATION

Driving Licence

Full UK Clean Licence

Languages

English & Afrikaans

REFERENCES

Available upon request.

- Led the design of client databases, with strong knowledge of SQL, as well as conducting business gap/RAID analysis to prepare infrastructure for integrations.
- Drove an ethos of continuous improvement through project/client audits and regular feedback throughout pre-sales and post-implementation phases.
- Pioneered the research and development of the market, feeding such insights into marketing strategy and utilising trend data to improve consultancy processes.
- Delivered internal and client-side user training, providing support to junior staff.

Head of Marketing Automation Systems

Gamesys Ltd | July 2011 – November 2014

- Led cyclical marketing strategy with automated campaigns in the Customer Engagement function, managing a team of 26.
- Headed projects, such as the innovative introduction of a fully automated customer lifecycle with scheduled marketing at each step of the journey. This involved managing changes to marketing practice across the business.
- Partnered with Senior Management to present marketing ROI analysis to accurately track campaign performance, including highly targeted campaigns with expert knowledge of A/B multi-variant testing and responsive design emails.
- Embedded data-driven/analytical approaches through the introduction of lead scoring, sourcing tracking, triggered communications, a revenue cycle modeller and explorer dashboards within IMS. This enabled easy access to trend data.
- Held responsibility for data management, ensuring compliance to legislation across the CRM team, as well as overseeing user data accuracy and integrity.
- Introduced robust frameworks and guidelines for campaign configuration teams, acting as 1st line support for any platform-related issues.

Email Marketing Manager (Contract)

Speedchecker Ltd | February – May 2011

- Held sole responsibility for the design and execution of digital newsletters and product emails in multi-lingual format, with ownership of email sign-ups.
- Provided in-depth data reports to measure the success of email marketing activity, using market segmentation to itemise results and formulate ROI.
- Managed marketing projects through the implementation of Basecamp software.

Email Marketing Manager

Add Momentum Ltd | January 2008 – December 2010

- Developed digital marketing strategy across a large client portfolio (B2B & B2C), sending over 16,000,000 emails per month across projects and retainers.
- Supported sales teams in pitches, providing expert knowledge of marketing automation, multi-channel strategy and ROI analysis.
- Carefully designed bespoke automation roadmaps with frameworks for automated marketing schedules and budgets to assist client improvements.
- Directed transformational automation projects, whilst maintaining client confidence in their brand story, vision and messaging.
- Managed the selection and implementation of a controlled static management system for the CEO and clients. This identified revenue shares and gave access to PPC success on the in-house, automated digital CRM manager.
- Acted as the final approver of all marketing content with full responsibility for quality control of all media in emails, blogs and social media posts. Here, I offered technical, creative and operational guidance to all creative resources.
- Managed external partnerships that were involved in automation processes, such as financial product firms, acting as a key interface between clients and providers.
- Ensured regulatory compliance whilst managing the Affiliate Relationship Management project team, ensuring adherence to legislation within strategy.
- Designed efficient operational processes that allowed last-minute creative changes prior to publishing, without rewriting media scripts and disrupting campaign schedules.