**Luke Carter**

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**OBJECTIVES**

Head of Digital Marketing/Digital Strategy Director/Digital Director/

**PERSONAL STATEMENT**

A confident, driven and committed digital, online marketing and e-commerce professional. Strategic proactive thinker**.** Extensive track record and digital experience, working in a fast-paced dynamic environments, playing a key role in driving profitable quality customer acquisition and retention. Over sixteen years’ proven track record and knowledge of managing multi-million-pound budgets and delivering multi-channel strategies, seven years agency experience. Strategic consumer marketing techniques and vision insight, developing innovative products and solutions for some of the leading B2B and B2C companies across the finance, automotive, health and healthcare, insurance, social travel, fashion retail, travel, and software industries. I have spent the last nine years building in-house digital marketing departments, leading teams to develop end-to-end responsibility and delivery. An effective leader, for the last nine years, managing teams up to 15 members. Accountable for maintaining cross functional relationships with the design, IT, development departments and key stakeholders, and experienced with business operations. Achieving YOY optimum impact for clients and achieve growth and profitability for the business, gaining new revenue streams and entering new territories.

**KEY ACHIEVEMENTS**

**Holistic Approach Ltd:** Implemented a 2019 Integrated Marketing Roadmap. This resulted in year-to-date revenue up 47% compared to the same period in 2018. Across Q2 and Q3 2019, HA Ltd client base is up 21%. Across Q3 and Q4 of 2018, developed the Consultancy sales teams, achieving above target revenue and ROI for Q1 2019.

**Really Smart Solutions:** By the end of Q3 2015, outsourcing the business operations and increased The Group’s revenue by 36%. In the same period, the implementation of the Integrated Marketing services increased new client take-up by 23%. Generated an increase of 55% in lead generation and delivered a 30% growth in revenue.

**Manheim Retail Services:** Introduced new customer engagement innovation, increasing revenues for the retail services in 2015 by 45.8%. Delivered the UX for the Approved Used Citroen website, resulting in Manufacturer Used Car Website 2014

**Quba New Media Ltd:** Launched and headed new offices in Manchester to improve corporate competitiveness and increased the new client portfolio by 67% and billing revenue by 111%

**AREAS OF EXPERTISE & SKILLS**

* Build and lead DM Departments
* Build multi-channel strategies
* SEO, PPC, CRO, Social Media Marketing
* Project Management Skills/Project Planning
* Hands-on digital planning, budgeting
* Team Leader & management skills
* Partner networks & relationship building
* Web development and UX
* Account management & consulting
* Content management & CRM
* Go-to-market product launches planning
* Business Intelligence & Data Analytics
* Customer Acquisition Conversion
* A/B split testing and segmentation
* Advertising, PR & Brand Awareness

**EMPLOYMENT HISTORY**

03/2016 – Present **Digital Director, Holistic Approach Ltd**

* Head the delivery of multi-channel marketing strategy, business goals and acquisition strategy
* Develop innovation and design, create and maintain digital platforms
* Develop, plan and manage improved performance, delivery of content and testing content
* Plan and create the communications strategy and control the brand standards.
* Develop adaptable Outreach relationships, identify insights, broadcast brand awareness
* Direct the development of tactical partner programs to maximise the core business operations
* Develop strong negotiation skills with clients to benefit the interests of the business and clients
* Understanding key data and usability of analytics to optimise customer experience outcomes
* React to segmentation outcomes that offer the most cost effective Cost Per Acquisition
* Develop media consultancy department, bring on new clients
* Lead, manage and influence the collaboration with teams across IT, Design and Operations

05/2015 – 03/2016 **Digital Director, Really Smart Solutions**

* Launched and headed new group Digital Marketing division and team
* Forged key agency partnerships with DM, Creative and IT Development partners
* Worked with Head of Marketing and Finance on budgets and commercial activity
* Performed competitor and client audits based on technical, content & outreach programs
* Interpret data and accessed new markets and commercial opportunities for The Group
* Leading, training, influencing to motivate 11-member marketing and development teams
* Optimised User Engagement strategies and identified key customer experience insights
* Demonstrate financial acumen for Marketing P&L, forecasting and KPIs to delivery ROI

02/2008 – 05/2015 **Head of Digital, Manheim Retail Services**

* Headed digital marketing for 65% of UKs main car manufacturers official Used Cars websites
* Planned the online and offline marketing brand strategy for retail (B2C)
* Managed a combined annual operating plans and DM budget of more than £22M
* Created enhanced a cross-domain tracking to facilitate franchise dealer reports at OEM level
* Collaborated with in-house sales managers to promote retail marketing products
* Leadership experience of a 15-member marketing and design teams to achieve target goals

09/2006 – 02/2008 **Digital Marketing Director, Quba New Media Ltd**

* Launched and headed new offices in Manchester to improve group competitiveness
* Responsibility for strategic planning and delivery of DM across the client base
* Managed the Earned, Owned and Paid strategy for the new corporate website

05/2004 – 09/2006 **Search Manager, iProspect**

* Responsible for implementing PPC media strategies, and online and offline campaigns
* Improve SEO and Affiliate Marketing performance and reporting of Paid marketing channels

10/2001 – 05/2004 **Online Campaign Manager, Latitude Group**

* Optimised Pay per Click (PPC) campaigns
* Developed new campaigns and campaigns that need more of a bidding drive

**EDUCATION**

**HNC: IT &HRM:** University Of Central Lancashire, Preston

**‘A’ Levels**: South Trafford College, Timperley, Cheshire

**SOFTWARE**

* Google Ads Search Certification
* Google Ads Display Certification
* Google Ads Mobile Certification
* Google Analytics Certification
* Omniture
* Photoshop
* Screaming Frog SEO
* Ahrefs/Buzzstream/Search Console
* WordPress / WooCommerce
* Visual Studio Express
* MailChimp
* Adobe After Effects
* BuzzSumo
* Shopify
* Bing Ads
* Microsoft Office
* Buffer
* Instagram Insights
* FileZilla
* HTML5 / CSS

**PERSONAL INTERESTS**

Learning new software

* Writing and producing music
* City breaks

**REFERENCES ON REQUEST**