

Nigel Maine – Interim/Contract Marketing Director

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Work History

May 2015 – Present

Verex Group – White Label Automotive Insurance (Jaguar/Land Rover, Volvo, KIA, Renault Mitsubishi etc.) Interim Marketing Consultant

Appointed by the Marketing Director and subsequently completed work for the Finance Director and Chairman.

- Prepared the overall brief, a full comparison of Marketo, Eloqua and Pardot Marketing Automation platforms and a 50-page slide document in PowerPoint designed for iPad to explain the new automation recommendation to the board of directors
- Created a marketing automation timetable/flowchart for customer engagement from the time a seven-day cover note was issued by a dealer to selling an insurance policy and every message and touch-point in between
- Arranged presentations from suppliers in Ireland and USA and acted as advisor during supplier meetings
- Built a Beta CMS website in Joomla so that the Marketing team could learn how to create, post and generally manage their online content in-house
- Created a new PowerPoint presentation for Vehicle Manufacturers which was used to help secure deals with Renault & KIA
- Reviewed and evaluated the Call Centre telephone system and CRM systems, conducting Q&A interviews with the Call Centre and IT staff, which included analysing the performance of the inbound and outbound call centre
- Established the actual costs, a comparison report and PowerPoint presentation to the board to illustrate the overall performance of the business including CAC, LTV and analysing the KPIs of the call centre.
- Business process and technology integration analysis of software platforms for each department, cost centre and service provider to help transition to utilising big data servers and analysis
- Created the marketing automation strategy for lead generation covering email, landing pages, web activity and micro sites
- Carried out a complete review of the CRM system including Salesforce and Bitrix24
- Analysis and comparisons for new telecommunications providers (Mitel, Avaya & New Voice Media VoIP)
- Made full recommendations for changes and presented findings to the board of directors

* April 2013 to April 2015 – SalesXchange Founder & Marketing Director – See Below

August 2012 – April 2013

Finpoint (UK) – B2B Financial Services Platform Interim Head of Marketing

Head-hunted to join the start-up Finpoint who provide an online auction platform for SMEs to source alternative financing with responsibility for all display and banner advertising, copywriting, social media and PR direction, along with the following:

- Created the digital strategy and initial “go-to-market” plan which was executed under budget
- Optimised all inbound marketing journeys from banners to responsive Landing Pages to Marketing Automation to CRM integration, designed and produced CMS web site including copy, graphics, SEO, SEM and technical back-end
- Designed and directed fully interactive corporate PowerPoint presentation and converted it to video
- Carried out board presentations in UK & Germany. Presented to the European Investment Bank in Brussels and Germany
- Email Campaign Delivery & Management: Data acquisition, segmentation, personalisation

- MVT & A/B Split Testing and analysis for marketing automation and landing page software
- Thought leadership meetings at GE Capital, Barclays, Aldermore, SMMT, Funding Circle, PwC & RBS
- Radio interviews on Radio Kent and Star Business Radio Cambridge
- Public speaking: The Alternative Finance Event @ ACCA Holborn to 120 delegates
- Management: Direct Reports: No.2 (UK & GmbH), External Reports: No.10 marketing, No.5 technology contractors. I provided mentoring and training to my direct reports
- **Overall digital content strategy achieved first deal online valued at £3m, ten weeks after launch**

Dec 2014 – Apr 2015

The Standard – Not for Profit

Founder & Marketing Director

Created a new online platform designed specifically to communicate to Christian Business Owners.

Designed and customised a Joomla CMS platform and created the content strategy to provide support and information via the website. www.thestandard.org.uk

Researched and wrote over 120 articles and multiple images and grew the readership from zero to over 6000 per month. **The Standard now has visitors from over 149 different countries.**

- Design website using Joomla CMS, copywriting content, web pages and newsletters, membership and automation technologies. Created branding including: logos, artwork, posters
- Presentations to local government, community user groups and SMEs & guest on Premier Christian Radio
- Social media strategies using Jomsocial, Facebook, Twitter, Google+ Community, YouTube Channel
- Subscription integration with AEC and Mailchimp using pop-ups and pop-overs
- Ask About Faith website, branding, design, articles, content, automation www.askaboutfaith.org.uk

May 2013 – Nov 2014

salesXchange – B2B Marketing System

Founder & Marketing Director

Proof-of-concept project; salesXchange is a collaboration marketing platform for small groups of SMEs. Five businesses are matched together and salesXchange facilitates all the marketing on their behalf.

www.salesxchange.co.uk

The focus was on establishing a market and viability and prepare the business to raise finance:

- Business Plan Preparation including P&L, Cash flow & Balance Sheet
- End-to-end marketing strategy including presentations to SMEs and Networking Groups
- CMS Web design, configuration and implementation including all necessary components
- Slide Deck preparation, Promotional Video & Editing
- Branding, graphics, logos, brochure creation, design and copy, PowerPoint presentations
- Copywriting content, sales letters, video and newsletters, PPC Ad words strategies using multiple landing pages based upon personas
- Implementing Analytics, A/B Split Testing and Conversion Rate Optimisation (CRO) Strategies
- Social media strategies including automation, social selling and demographic based advertising
- Management: Varying External Reports: No.2-5 Marketing & No.1-4 Technical Reports
- Author: Integrate! - A 260-page Business Technology & Marketing Handbook published 2016; Similar to a Dummies book, the book explains how to achieve a return on investment from technology and marketing SaaS. Wrote, edited, designed all content, forms and graphics and published using Adobe InDesign

May 2012 – Jul 2012

Felin Geri – Outdoor Events

Business Development & Marketing Advisor

Requested to develop a new business plan for a new outdoor business in West Wales to include the P&L and the complete digital go-to-market strategy:

- Implementation of a Joomla CMS web site including hosting, formatting, customisation, installing components and widgets
- Creating graphics, content, images, constructed booking forms and automated email newsletter sign up & delivery SEO, SEM, Social Media (Twitter & Facebook)
- **All large scale bookings are now received via the site**

July 2011 – Apr 2012

Geonovo GPS Enabled Mobile Phones

Interim Head of Marketing

An Emergency GPS trackable mobile phone company that supplied devices to lone workers, Alzheimer sufferers and 'At Risk' individuals. Mainly online marketing to B2B and B2C.

- Created the Reseller and Channel Partner programs and the national sales strategy for the UK sales teams who in turn presented to national distributors and their sales national teams.
- Created online and offline digital infrastructure using Magazine, Direct Mail, Landing Page, Marketing Automation and CRM
- Designed and produced all the marketing and display content at the Barcelona Mobile World Congress, including mobile marketing strategy, QR codes and email campaign to landing pages
- Designed and implemented corporate and e-commerce CMS web site including template redesign, images, copy, web journey, usability (UX), SEO, SEM, A/B testing and conversion optimisation strategies
- Created company presentations and induction/training program for new sales team
- Management: External Reports: No.4 marketing related contractors
- ***Designed iPhone App to complement sale of main product which led to winning industry award***

Mar 2000- Jun 2011

Clearvoice Consulting – B2B Telecoms

Head of Sales & Marketing

Telecommunications Consultancy Providing Specialist Voice over IP Telephone Systems & CRM Integration Solutions. Board level business strategy recommendations including:

- Devised and implemented online quotation and services booking system and established a methodical multi-touch marketing strategy which consistently secured new business
- Devised an online voice recording demonstration site, used to close business for a number of major financial services and sold telephone systems in to multi-site businesses and organisations.
- Formulated CRM Consultancy workflow used to determine client requirements and assist with installation & configuration, also created client specific training manuals for CRM administrators & users
- Management: Five Direct Reports, External Reports: Marketing No.3, Technical: No.1–No.15
- Training: Created the internal company documentation and management infrastructure and devised and implemented all staff training for sales, marketing and administration
- ***Launched multi-touch strategy which secured multiple high-value long-term telecoms contracts - £4.5m***

Feb 1993 – Feb 2000

Bush Hill Communications Ltd - B2B Telecoms

Sales & Marketing Director

Telecommunications Reseller of Telephone Systems and associated technologies

- Created e-commerce strategy and website, creating multi-touch lead generation campaign for telecoms reseller using email, direct mail, mini sites and a PPC strategy resulting in 500% increase in new appointments per week and achieved and 100% increase in turnover per person per annum
- ***Consistent strategies achieved DeTeWe Shiptons UK Reseller of the Year – 1997 & 1998***

Skills

Marketing

Tools & Software

- ***Marketing Automation:*** Net Results, SharpSpring & Marketo
- ***Landing Pages SaaS:*** ION Interactive & Unbounce
- ***CRM:*** Salesforce, Bitrix24 CRM, Goldmine, Zendesk
- Adobe Photoshop, Dreamweaver, Illustrator, InDesign, Premier Elements
- QuarkXPress, Joomla & WordPress CMS
- HTML & CSS, FileZilla FTP, PHP & SQL
- Google Analytics, Web Optimiser, Crazy Egg,
- Mailchimp, Vimeo, Wistia, Social Oomph, Hootsuite
- Movie Maker, Camtasia, Evernote, Robohead
- MS Excel, Word, PowerPoint, Visio, One Note

Technology

Hardware & Software

- Avaya, Mitel, Telrad, Panasonic Telephony
- Voice Recording, Call Management, Video Conferencing
- Avaya IP Office Telephone System & Voicemail Programming
- Up to Windows 10, Mac OSX, Microsoft SBS, MS Exchange Server