# NAME: RICHARD SANTORO

# HKID number: R638699(6) Permanent Hong Kong Resident *(no work visa required)*

# COVER SHEET CONTACT INFO

Tel: +852 6121 3005

Email: richysantoro@gmail.com

DOB: 30/03/1975

Nationality: British

Address: 18/Floor, Flat D, Peaceful Mansion, Discovery Bay, Lantau Island, NT, Hong Kong

Languages: Native English, Basic Putonghua (Mandarin Chinese)

**WORK Summary:**

Over 20 year’s full time working experience:

* Sales and marketing professional with international experience.
* Track record of closing new business contracts and expanding business via digital marketing.
* Sales and proposal development, sales and account pipeline management forecasting, SalesForece CRM.
* Digital marketing, Social media marketing and management.
* Content marketing and copy writing.
* Strong vertical knowledge of financial markets, banking sectors and asset management
* Experienced in digital marketing process and technology, PPC, SEM, SEO, Display Network Display Advertising , Omniture and Google Analytics, SAP.
* 4A Agency experience, customer relationship management, media and campaign planning, customer service, account management, business development, business strategy and growth.
* B2B/B2C customer acquisitions, subscriptions and membership business modeling expertise.
* Great team leadership, business management and P&L experience.

**EDUCATION summary:**

* Bsc *Hon’s* Degree in Computer Science, The University of West London & Trinity University College Delaware.
* Advanced BTEC Diploma in Design and Technology Communications from Ealing Tertiary College of London.
* Certified Hootsuite social media license.
* Google Partner Adwords Certified.
* Google Partner Mobile Advertising Certified
* Certified Hubspot Inbound marketing Certified.
* SEO, SEM, Email, Display, Social marketing competent
* Analytics: Goggle Analytics and Omniture proficient.

**EMPLOYMENT HISTORY**

**Oct 2014 – Aug 2016 Position: Director, Digital Sales EMEA & APAC, WSJ and Barron’s.**

**Company: Dow Jones**

Dow Jones & Company is a leading US publishing and financial information firm owned by Rupert Murdoch’s News Corp. Flagship publication The Wall Street Journal provides financial news and information tools to financial companies and business professionals. Barron's is Americas leading investment magazine.

**Daily role and responsibilities:**

* Develop manage and deliverdigital marketing and sales acquisitions for the brands The Wall Street Journal and Barron's.
* Create overall sales and marketing strategies to drive consumer subscriber customer growth of the Wall Street Journal and Barron's across APAC and EMEA regions.
* Leveraging multi-channel marketing initiatives on social media, display advertising and search engine marketing, email marketing, PPC and affiliates to grow business at the lowest CPO and deliver highest ROI.
* Campaign planning, media and creative asset planning, brief development.
* Conversion funnel modeling, A/B testing and optimization
* Full responsibility for financial budget management, sales revenue, P&L, reporting, cost per acquisition and business profitability within my regions.
* Managed agency relationships, planning and performance.
* Business Travel across APAC, EMEA and US in this senior sales & marketing position.
* Delivered significant growth that increased customer base by 35% across APAC + EMEA, year on year. Managed marketing budgets and spend in the value of hundreds of thousands of USD, delivered great CPA and ROI.

**Jan 2014 – Oct 2015 Position: Subscriptions & Marketing Director, Barron’s Asia  
Company: Dow Jones**

Barron's Asia provides exclusive coverage and investing analysis that moves markets with real-time commentary and fresh investing ideas. Barron's Asia was launched in Oct 2014 as a digital only product for desktop, mobile and tablet.

**ROLE:**

* Hired to launch and grow Barron’s paid subscription sales business in Asia. After strategic planning and implementing the pay wall in Jan 2015
* Barron’s Asia has continued to grow as a leading regional investment resource and trusted source of information.
* Grew the business to 1,500 new subscribers in under 2 Yrs using a blend of digital marketing and direct sales partnerships (face to face meetings) with financial institutions such as the CFA, HKSI, and leading investment banks, brokers and asset managers. JP Morgan, HSBC, Charles Schwab, Aberdeen, Fidelity, Black Rock, BOAML.
* All aspects of campaign planning and budget management, sales forecasting and P&L.
* SEM, PPC, Social, Display ad management and execution
* Creative assets and media management.
* Agency relationship management

**Oct 2012 – Dec 2014 Position: Cofounder & Director**

**Company: Asia First Financial Intelligence** *Startup - Financial technology platform (SaaS Software as service) Offering financial news and research. The platform provides financial information purchasing services to financial institutions, Asset managers and Professionals Service provides such as law firms and accountants.*

**ROLE:**

* Business, sales and marketing strategy
* B2B SaS Sales - software as service
* sales pipeline management
* product and service development
* General sales operations management and training of 4 staff
* Providing regular sales reports to founding team and shareholders.

**Noted Achievements**

* Turned 150,000 USD in first month of business. Target USD 500,000 for first year of operation.
* Clients I brought in include: JPMorgan, BAML, Freshfields Bruckhaus Deringer, Towers Watson, Natixis, BOCHK Asset Management and AXA Insurance group.

**March 2009 – Oct 2012 Position: Sales & Marketing Director**

**Company: Haymarket Media (Hong Kong)** *Haymarket Media Group is the largest privately-owned publishing company in the United Kingdom. Haymarket has publications in the consumer, business, professional and customer sectors, both print and online.*

**ROLE:**

* Managing 6 staff forFinanceAsia & AsianInvestor and Campaign Asia-pacific brands.
* Built from scratch the paid subscriptions business - managing the Asia regional subscriptions business and grew a team covering the financial titles.
* Sales and Marketing Strategy to drive circulations.
* Direct corporate sales via calls, emails and client meetings.
* Implemented SalesForce CRM and Scout Analaytics
* Email marketing with Epsilon

**Achievements**

* 2012 - Set up a new custom licence system and pricing structure for corporate clients, sold via meetings and demo.
* Management of key sales accounts: HSBC, Goldman Sachs, CITI Bank, JP Morgan, UBS, Barclays, Standard Chartered, Bank of America Merrill Lynch.
* 2009 Exceeded Sales target USD 700,000.
* 2010 Exceeded sales target of USD 900,000.
* 2011, Exceeded sales target of USD1,200,000.
* 2012 90% of target achieved when left the company.

**March 2008 – March 2009 Position: Account Director  
Company: MRM Worldwide - McCann Erickson HK LTD (Hong Kong) year contract** *Part of the McCann World Group. World-class integrated digital agency. MRM is one of the top five global digital and direct agencies with a footprint of 62 offices in 40 countries and over 2,500 employees.*

**ROLE:**

* Managing and training of 3 – 6 staff, account managers and executives
* Lead and contribute to sales pitches, create pitch decks
* Project and account management, P&L and daily financial management.
* Ideation, Iterate and execute digital marketing and web campaigns
* Brief and RFP creation and delivery
* Analytics and account performance management
* Daily account and client service management

**Key Accounts: MasterCard, Microsoft, Adidas, PCCW (HKT), HKEx (Hong Kong Stock Exchange and Clearings)**  
**SALES:** Won PCCW account worth $1,000,000 of business. Won HKEX worth $1,500,000. Retained and increased Mastercard worth $ 360,000

**January 2007 – April 2008 Position: Account Director  
Company: VCS - Value Communication Services (Shanghai)** *Value Communication Services, a Japanese subsidiary of Telemarketing Japan, CRM and Marketing Consultancy. Operating two call centers in Shanghai with over 550 booths. VCS and TMJ is part of the Benesse Corporation and is a registered Japanese Wholly Foreign Owned Enterprise in China and Listed in Japans Tokyo Stock Exchange*

ROLE:

* Account management of multinational clients operating across Greater China Region.
* RFP and brief creation
* Marketing and sales strategy
* Integrated campaign management across, Print, Digital and Tele communications.
* P&L

Achievements

* Team management and training of 20-40 Staff.
* Managing growth of client accounts and developing new business.
* 2007 Achieved USD 400,000.
* 2008 USD achieved USD 700,000 before leaving.
* Clients included Messe Frankfurt, Johnson & Johnson, BMW, AXA Insurance.

**Dec 2005 – Jan 2007 Position: Associate Publisher / Account Director  
Company: Shanghai Business Review magazine (Shanghai)** *Shanghai Business review is the leading magazine for senior management of foreign invested companies in Shanghai.*

**SALES: increased sales year on year by 50%. Created and trained the sales team. Target RMB 500,000 Per month.**

**Jan 2001 – Nov 2005 Position: Founder and Managing Director  
Company: Piranha Media Ltd London** *Piranha Media, (acquired by Bertelsmann group) brand, design and advertising consultancy. Office located in London & Berlin. Piranha provides B2B & B2C solutions, corporate communications and commercial design through the line.***Clients: Muller Rice**, **GLA, Greater London Authority UK Government**, **Subaru, BAFTA**, **Motorola**, **Sony Play Station 2. Average project was over GBP 10,000**  
**December Jan 2000 – 2001, Contracting & Freelance project work: Neil Pryde, Head of interactive marketing**

**December 1999 – Dec 2000, Position: Account Manager** (Temporary/project work)  
**Company: EuroRSCG,** Euro RSCG *Group UK is the third largest marketing communications group in the UK, bringing together leading specialist and companies in multiple disciplines.*   
**ROLE:** Temporary role Project management, Site mapping & IA, Inventory & migration management Manage AE’s on digital projects Client support liaison on accounts: DANONE, Citigroup, Peugeot, Kraft Foods  
  
**Jan 1995 – Feb 1999 Position: Product Sales & Marketing Distribution European Markets (part time and full time, contracted for events) Company: Microsoft Studios UK**

*Leading Operating System & Software developer*Sales support, promotional events support, marketing materials distribution and computer and game shows E3 trade shows.

### EDUCATION

**Oct 1997- Jun 2000, 1 YR Thames Valley University** *now the University of West London* **2 YRS Trinity College & University (TCU)**

BSc Honors Degree in Computer Science & Multimedia Design

This course covered core aspects of Web development, HTML programming, digital design, development and multimedia.

**Oct 1998 – Jun 1999, London School of Marketing**Free training program, evenings. Introduction to Marketing, non-certified covering strategy and planning introduction

### Sept 1995- July 1997, Ealing Tertiary College

BTEC Advanced Diploma in Design, A-level equivalent. + Degree module. Successfully completed passed with Merit. This course covered graphic design, animation and print. Final year specialised in graphic design and communications.

**September 1987 – July 1994 , Acton High School *Borough of Ealing London*.**   
6 GCSE’s attained including Math, Science, English, Business Studies, History and Art.