

# OLIVER CLARKE

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## EXECUTIVE SUMMARY

Senior marketing leader with 6+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

## CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Product Marketing	Go-to-Market	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

## PROFESSIONAL EXPERIENCE

### Digital Marketing Specialist

**Best Buy** | 2018 - Present

- Spearheaded enterprise-wide marketing transformation initiatives impacting 684+ employees
- Delivered \$6M+ in annual revenue growth through strategic product marketing implementations
- Built and led global teams of 45 professionals across 8 countries
- Reduced operational costs by 25% while improving service quality and customer satisfaction

## EDUCATION & CERTIFICATIONS

**Master of Business Administration** | University of Copenhagen | 2015

**Bachelor of Science in Communications** | University of Copenhagen | 2013

### Professional Certifications:

- Adobe Certified Expert
- Google Ads Certified
- Salesforce Marketing Cloud