



RICHARD FLEMING

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ABOUT ME

I am a digital marketer with a wide range of experience and many areas of expertise & proficiency.

I have successfully worked with a broad range of companies from E-commerce, Banking, Fintech and SaaS organisations operating in NZ and International markets.

I am currently employed as Digital Marketing Strategist in a NZ based SaaS start-up prior to that I was Head of Performance Media and Conversion Optimization for a trans-tasman digital marketing agency.

I am looking for a role that will allow me to bring my diverse skill set together, continue to develop further and make a meaningful contribution to a company and its growth.

SKILLS & EXPERIENCE

- Digital strategy
- Hubspot - CRM management
- Digital project management
- Search/Display & Social campaign management for a wide range of clients (International clients, Financial, Retail, Travel & SaaS verticals)
- Conversion Optimization - A/B testing, personalization and multivariate testing
- Conversion research - analytics, wireframing, UI / UX design, heat maps, scroll maps & surveys
- Google Adwords Certified
- Google Analytics certified (GAIQ)
- Social media campaign management
- Creative/Graphic design - Adobe Creative Suite (Indesign, Photoshop, Illustrator, XD)
- Front End Web Development (HTML / CSS / Javascript)
- eDM campaigns - design, copy writing, template development and post-analysis
- Design & development using common CMS platforms
- HR/Management of teams

CERTIFICATIONS

- Google Ads Certified (Search, Display, Mobile, Shopping)
- DV360 Certified (Google Marketing Platform - Programmatic)
- Hubspot - Inbound Certified
- Google Analytics Certified (GAIQ)
- Optimizely X Certified (Strategy, Technical, Web)
- CXL Certified Optimizer
- Adobe Target Business Practitioner



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PROFESSIONAL EXPERIENCE

COMPLY PRO LTD. - AUCKLAND

Comply Pro is a NZ based SaaS start-up, with multiple products in the compliance space with a focus on food safety in AU & NZ & health & safety in NZ.

DIGITAL MARKETING LEAD

2020 - CURRENT

- Digital Strategy
- Paid search & paid social account management (Search, Display & Video)
- Website design & development (Webflow, Hubspot)
- Hubspot (Marketing automation, workflow creation & management, Email design & deployment, integration and implementation across multiple touch points)
- User journey and analysis
- Graphic design of campaign creative
- Campaign / promotional copy writing
- SEO, technical implementation and back link building

ACHIEVEMENTS

- Setup full measurement & reporting framework
- Maintained required lead volume at the target CPA during the COVID-19 pandemic
- Funnel analysis - highlighting major drop off points in user acquisition flow and providing mock-ups of recommended remedies
- Doubled monthly organic traffic volume over 6 months

FIRST DIGITAL - AUCKLAND

FIRST is a digital agency specialising many facets of digital marketing including digital strategy, creative, website development, application development, search, media, and email.

HEAD OF PERFORMANCE

2018 - 2020

- Digital Strategy
- New business / Pitches
- Budget planning & forecasting
- Account audits
- HR / Team development
- Paid search & paid social account management (Search, Display & Video)

ACHIEVEMENTS

- Successful new business pitches (Auckland Airport, Healthpost, Go Orange)
- Developed digital strategy and annual budget forecast for Major NZ footwear retail group. (Ngahua: Hannahs, No.1 Shoes)
- Launched successful Google Ads search campaigns into Australia, leveraging clients internal data & Google machine learning to acquire new customers, and after 2 months, achieving both volume targets and the CPA goal. (Harmony)
- Implemented an RFM strategy which resulted in a 3.5% increase in average order value and an increase in revenue per click (RPC) from \$7.36 to \$9.37 for prominent NZ QSR (Pizza Hut NZ)



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HEAD OF CONVERSION (CRO)

2017 - 2019

- CRO - user research, heuristic analysis, mock ups, analysis, A/B & MVT testing, post test analysis, reporting & recommendations.
- Google Analytics analysis, insights & recommendations
- Experiment strategy & design

ACHIEVEMENTS

- Successful experiment program lead to Major AU/NZ retailer changing business process based on experimental result data (Ezibuy).
- Experiment results - 855% uplift in email sign-ups for AU/NZ retailer
- Successful major new business pitches (Icebreaker, TradeMe)

SENIOR DIGITAL MARKETING CONSULTANT

2015 - 2017

- Paid search, display & video campaigns (Google Ads & Bing)
- Setup & optimization of Google Shopping campaigns
- Paid social campaigns (Facebook, Instagram)
- Google Analytics analysis, insights & recommendations
- Account management

ACHIEVEMENTS

- Increased total conversions in US market 32% YoY, while reducing investment -5% for an NZ based SaaS company (ProWorkflow).
- Launched a GSP (Gmail Sponsored Promotions) campaign that resulted in a the CPA significantly under the KPI for the clients Credit Card product, while exceeding the lead volume target by 13% (Co-Operative Bank).

HYDE GROUP ADVERTISING

An Auckland-based independent advertising agency specialising in effective retail and brand communications.

DIGITAL MANAGER/ STUDIO MANAGER/SENIOR DESIGNER

2004 - 2015

- SEO / SEM campaign management & optimization
- EDM campaign design & deployment (Mailchimp & Campaign Manager)
- Web Design & Development
- Digital Project Management
- Management of studio team, workflow, quality control, process development, design and artwork production. Recruitment & training of studio personnel.
- Trafficking studio workflow, allocating resources to achieve all deadlines.
- Graphic design and production of catalogues, posters, POS, DM material, press advertising, magazine advertising, website design, brochures, annual reports.

ACHIEVEMENTS

- EDM competition campaigns for Dilmah NZ with number of entries received exceeded targets by 35%
- Paid search & display campaigns for Mondo Travel, with resulting CPA 50% below KPI target.