

## PROFESSIONAL EXPERIENCES

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**Stepsize** | Remote

11/2022 – Present

*Stepsize is a VC-backed B2B SaaS start-up offering dev tools and AI technical solutions for elite engineering teams.*

### Growth Strategist

- **Overall responsibility for content marketing and SEO strategy.** This is Stepsize's core lead gen engine. Constant use of SEMrush, developing pillar/satellite cross-platform SEO approach.
- **Multi-channel marketing.** Hands-on with product marketing activities, PPC, website marketing, email marketing, analytics, marketing automation, social media content and more.
- **Growth marketing approach.** Experiment-led. AI adopter – lots of prompt engineering.

**Knoma** | Remote

12/2021 – 11/2022

*Knoma is a VC-backed FinTech start-up. Knoma helps lifelong learners find and fund the courses they need to get ahead in their career, supported with ethical 0% finance.*

### Head of Growth

- **Marketing leadership:** Overall oversight of B2B/B2C growth ops. Hiring/firing. Very much hands-on.
- **CRM and automation:** Setting up marketing automation and 3rd party integrations with Salesforce Marketing Cloud.
- 755% revenue growth Jan-Oct (compared with 160% growth for the previous 10 months)
- **Responsible for B2B & B2C growth strategy** including hands-on oversight of content strategy, content writing, social media, search advertising, email marketing, website marketing, SEO, analytics and more.

**Northcoders** | Remote / Manchester

05/2017 – 12/2021

*I was part of the Senior Management team that took Northcoders from start-up with 6 staff to a PLC listed on the London Stock Exchange in 5 years. Northcoders is an industry-leading coding school and tech house. After graduating from their coding bootcamp learning software engineering, I was asked to stay to manage their digital infrastructure, taking over marketing operations in 2017 and becoming COO in 2021.*

### Chief Operating Officer, Northcoders TechEd - 01/2021 – 12/2021

- In a nutshell, I had overall oversight of the adult training arm of Northcoders.
- **Operational leadership:** Building a team, managing team performance and training. Designing and developing outstanding customer experiences while complying with regulatory standards.
- **Creating curriculum content:** Writing and delivering sessions and training content on topics like ethics and obligations in the tech industry, and equality, diversity and inclusion.

### Head of Growth - 08/2017 – 01/2021

- **Growth leadership:** Overall responsibility for growth. Managing the growth team, B2C sales team and contractors. Hiring/firing responsibility.
- **Content & SEO strategy:** Oversight of creating pillar and satellite content across a range of formats from articles to podcasts.
- **PPC:** Overturned our Google Ads account in late 2017 resulting in CTR consistently exceeding 12% by mid-2018 through to 2021, compared with previous company lifetime average of 4.78%.
- **Responsible for B2B & B2C marketing strategy and delivery** including organic content strategy, search and display advertising, email marketing, automation, organic and paid social media, print advertising, website marketing, PPC, SEO, analytics and more.
- **Campaigns:** Formulating, running and capturing the results of multi-channel campaigns.
- **Web Development:** Maintaining and updating the current and original websites, built in JavaScript with Node, EJS and React, and JavaScript with GatsbyJS, Netlify, React and GraphQL respectively.

- **New Tools & Technologies:** Introduced new tools/technologies to boost growth including Drift (conversational marketing), Bing Ads, Feefo and HubSpot (marketing automation and CRM).
- **Automation:** Enabling complex sales and marketing automation including integrating HubSpot workflows and using their API to integrate with our other services.
- **KPIs:** Setting and monitoring team KPIs.  
2021: 199% YOY traffic growth, 1909% return on marketing spend, 140% revenue target  
2020 (**Partially closed – COVID**): 18% revenue target  
2019: 133% YOY traffic growth, 1889% return on marketing spend, 93% revenue target  
2018: 293% YOY traffic growth, 993% return on marketing spend, 133% revenue target

**Growth Engineer** - 05/2017 – 08/2017

**Trainee Software Engineer** - 02/2017 – 05/2017

**Finlay James** | Manchester

09/2015 – 01/2017

→ **Executive Search Consultant International** - 06/2016 - 01/2017

→ **Talent Consultant** - 09/2015 - 06/2016

*FJ provide ethical, world-class **Sales, Technical & Marketing Headhunting** solutions. Learned about intelligent sales strategies, cycles and techniques; negotiated up to CxO level and spoke with hundreds (if not thousands) of candidates in more than 20 countries.*

## EDUCATION

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**CMI Level 5 Diploma in Business & Management** | **Sussex Business School** | Remote

- **15 month (380 hour)** course covering marketing strategy, managing finance, coaching and mentoring, delivering operational plans, management principles, equality diversity and inclusion, recruiting and retaining talent, and personal and professional development.

**BA Hons Philosophy, First Class Honours & Nottingham Advantage Award** | **The University of Nottingham**

**Howell's School** | North Wales | 3 A grades at A-Level | 10 A\* grades and 2 A grades at GCSE

## SKILLS & SOFTWARE

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**Software:** HubSpot, Customer.io, SEMRush, ahrefs, Wordstream, Webflow, Contentful, Prismic, Google (GA4, Tag Manager, Search Console), OptInMonster, Outgrow, Drift, Intercom, Bonjoro, Zapier, Segment, Hotjar, FullStory, GitBook, Figma, Hootsuite

**Technical:** JavaScript, React, Redux, Sass/SCSS, CSS3 and CSS animations, HTML5, Bash, Git, Github, Gatsby

## AWARDS AND CERTIFICATIONS

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**CMI Level 5 Diploma in Business & Management** • **Northern Power Women Future List 2020** • **Unconscious Bias** • **Safeguarding and Safer Recruitment** • **Hubspot Marketing Software Certified**

## ADDITIONAL INFORMATION

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When I'm not coding or updating my marketing knowledge, I can often be found climbing or hiking. I am a keen amateur mixed media artist, and enjoy keeping up with developments in contemporary metaphysics and popular science. I blog about everything from antimatter to the philosophy of art at [www.ruth-dm.co.uk](http://www.ruth-dm.co.uk).

**Driving & Right to Work:** British citizen with full UK driving licence; car owner