

# Anthony Bell

HEAD OF MARKETING

## Profile

- Marketing Lead with 7 years of start up and scale up experience across Sydney, London & New York
- 7 years experience with complex B2B tech & SaaS products with complex customer journeys
- Held head of marketing, lead generation/life-cycle and global head of digital roles
- Track record of success in building marketing functions, from strategy creation to delivery and optimisation
- Success with bringing new products to market across APAC and EMEA
- 1000% increase in lead database and 300% increase in SQL's, 50% reduction of CPL over 2 years

## Experience

### Strategy & Management

- Created strategy and executed for regional expansion goals to new countries
- Managed all CRM activities including automation, process creation with stakeholders
- Aligned sales, customer success, design and marketing teams on content production goals and messaging for leads at each stage and persona long the customer journey
- Created weekly updates on performance
- Created processes and taught stakeholders how to use CRM to effectively trigger appropriate events in lead lifecycle
- Created new marketing function as business expanded

### Channel Experience

- **SEO Content** Keyword analysis, topic selection, managed external and internal copy-writers, video production, graphic designers
- **Social Media & Search** Paid & organic campaigns across LinkedIn, Google Adwords and Facebook + managed agencies
- **Website Creation & Optimisation** The platform, the design, functionality and optimised for conversions and SEO
- **Email, IM, Push Campaigns** Design and messaging strategy
- **Events & Webinars** Event communications and landing pages, logistics, content and calendar
- **PR** Managed external agencies

### Processes & Automation

- **Content Production** Researching and contracting external stakeholders to produce content on a schedule that aligns with internal resource capability and lead generation and journey requirements
- **Nurture Programs** Leveraged triggers to create custom journeys for each persona and lifecycle stage
- **Content Marketing Calendar** Aligning global resources & schedules to create a timeline of activity that would maximise lead touch points with minimal resources

## Details

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## Function Expertise

Marketing Strategy & Implementation

Digital Marketing

Inbound Marketing

Field Marketing

Content Marketing

Growth Marketing

## Channels & Platforms

Hubspot & Marketo

Social Media & Search

SEO Content

Website

Email, IM & Push

Public Relations

Events & Webinars

- **Lifecycle Triggers for Stakeholders** Understood existing Sales and Customer Success teams processes, updated them to align with the needs of the CRM and lifecycle marketing, and/or finding novel solutions to work around these processes while maintain appropriate triggers
- **Conversion Reporting** Created automated attribution and funnel conversion reporting to understand success of channels and strategies at each stage in the lead journey
- **Lead/Company Scoring & Personas** Designed automated scoring and data updating system to separate leads based on demographic and behavioural information, aligned for reporting and needs of each division
- **Event Systems** Automated the tracking & management of attendees

## Employment History

### Global Digital Marketing Manager, Faethm Ai, Sydney

JUNE 2021 – NOVEMBER 2021

#### Achievements:

- Successful creation and launch of a new website on Hubspot CMS without the use of a web developer or external agency
- Complex Hubspot setup and project management with stakeholders across every division of the organisation globally

#### Responsibilities:

- Global digital marketing lead managing all digital channels and global content
- Reported to Co-founder and Executive Director, and dotted line to the head of each region

### Account Manager, Rocket Agency, Sydney

JANUARY 2021 – MARCH 2021

#### Achievements:

- Account managed Amazon through a SEO migration

#### Responsibilities:

- Responsible for the creation of effective and actionable strategies and ideas for a select group of clients across a range of industries.
- Worked across a range of channels including Paid Social, Paid Search, SEO, Display Advertising, EDMs and Marketing Automation

### Lead Generation Specialist (North America), NeuroLeadership Institute, New York

2019 – 2020

#### Achievements:

- Created & implemented a data strategy in Hubspot to track leads across their lifestyle and their revenue attribution across channels
- Implemented & optimised lead scoring system

#### Responsibilities:

- Lead generation & life-cycle activities across the NA region

### Marketing Manager (Europe, Middle East and Africa), NeuroLeadership Institute, London

2017 – 2019

#### Achievements:

- Created & implemented marketing strategy that grew business from 5 to 30 employees and triple revenue from US\$1-3 Million
- 1000% increase in lead database size in 2 years
- 300% increase in SQL in 2 years
- Expanded events and digital campaigns into several new countries across Europe

#### **Responsibilities:**

- Head of marketing for the European, Middle Eastern and African region

### **Marketing Coordinator (Asia Pacific), NeuroLeadership Institute, Sydney**

2015 – 2017

#### **Achievements:**

- 200% increase in per event attendance and increased quantity of events by automating discovery and invitation processes throughout APAC
- 500% increase in event attributed leads

#### **Responsibilities:**

- Managed events, webinars, email and CRM

## **Education**

### **Bachelor of Business, University of Technology Sydney, Sydney**

2012 – 2015

- Marketing Major, Management Sub-Major

### **Higher School Certificate, Sydney Grammar School, Sydney**

2008

## **Courses**

### **Certificate in the Foundation of NeuroLeadership, NeuroLeadership Institute**

2017

### **Brain-based Coaching Certificate, NeuroLeadership Institute**

2015