

JOF DAVIES

Digital Marketing Manager / Director

Location: Northampton | Age: 41 | Contact Information: Available on request

Executive Profile

Senior Digital Marketing Manager / Director with over 15 years of experience leading and executing end-to-end digital marketing operations across B2B media, technology, and services organisations. Demonstrated ability to design, scale, and govern complex marketing ecosystems spanning email, CRM, automation, video, analytics, and IT infrastructure. Combines board-level strategic thinking with hands-on technical authority, enabling confident ownership of performance, platforms, and delivery.

Leadership, Strategy & Governance

- Ownership of digital marketing strategy aligned to commercial and revenue objectives
- Senior-level decision making across platforms, vendors, tooling, and architecture
- Stakeholder management across C-suite, commercial, editorial, sales, and technical teams
- Mentoring, training, and capability development for marketing and operational staff
- Project and programme management for large, multi-stream digital initiatives
- Budget oversight, prioritisation, and ROI-focused decision making

Selected Business Impact

- Led digital marketing operations supporting a global B2B manufacturing media brand with international reach.
- Designed and delivered 360-degree marketing campaigns integrating email, video, CRM, events, and content.
- Improved data quality, segmentation, and reporting to enable more accurate performance analysis and targeting.
- Implemented automation and systems improvements reducing manual effort and operational risk.
- Established marketing performance frameworks suitable for senior management reporting.

Professional Experience

MTDCNC — Digital Marketing Manager
June 2016 – Present | Kettering

Senior leadership role with accountability for digital marketing strategy, platforms, and execution. Responsible for email marketing, CRM architecture, marketing automation, video production, analytics, project management, and IT-aligned marketing infrastructure. Regularly engaged with senior stakeholders to define priorities, assess performance, and guide investment decisions.

Super Rad Data Management — Founder / Digital Marketing & Technology Consultant
December 2012 – Present | Northampton

Founded and led a consultancy delivering senior-level digital marketing, CRM, automation, and IT advisory services. Acted as trusted advisor to business owners and directors, delivering system design, platform selection, workflow automation, and staff training.

MAK Media Solutions Ltd — Customer Support Manager / Senior Technical Lead
2011 – 2012 | Kettering

Senior role within a digital marketing agency with responsibility for technical decision making, CRM systems, client delivery, and internal process improvement.

Integrity Business Connections — Data Administrator / Systems Analyst
2009 – 2011 | Bristol

Designed and managed data systems underpinning large-scale B2B marketing and telemarketing campaigns.

Operating Model & Management Style

Operates as a commercially focused digital leader with strong systems thinking. Known for clear decision making, risk-aware platform selection, and the ability to move seamlessly between strategic planning and hands-on execution. Experienced in mentoring teams, setting standards, and creating sustainable operating models rather than one-off solutions.

Platforms, Technologies & Systems

CRM Platforms: Runway CRM, HubSpot, Salesforce, SugarCRM, MS Dynamics, Genie.ai (GoHighLevel), FiveCRM, bespoke CRM systems, campaign databases

Email & Marketing Automation: Mailchimp, SendGrid, Mandrill, ClickDimensions, Genie.AI, custom HTML email systems

Analytics & Data: Google Analytics, GA4, Google Tag Manager, UTM tracking, Power BI, advanced Excel, Access databases

Project & Workflow Management: Monday.com, custom workflow tools, documentation systems

Web & CMS: WordPress, Drupal, Squarespace, custom CMS implementations

Video & Content: Adobe Premiere Pro, After Effects, Audition, live streaming platforms, remote production systems

IT & Infrastructure: Windows Server (2003–2019), Active Directory, Exchange, cloud storage, backup systems, networking, Azure, Intune

Development & Scripting: HTML, CSS, SQL, VBA, JavaScript, PHP, Python (practical, applied use), JS

Education

The Ferrers School (1996–2001) — GCSEs: 2 × A*, 3 × B, 4 × C

The Tresham Institute — BTEC National Diploma in Performing Arts (8 Units)

Northampton College — Film Studies (B), Film & Video (C), Acting (Merit)