

David Bedford

Marketing Strategist

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Profile

Award winning marketing strategist and consultant who delivers highly effective marketing in B2B and B2C markets. Specialist in telecoms marketing with over 15 years working for Vodafone, EE and Samsung. Key areas include propositions, channel communications, creative B2B content, CRM, ecommerce and ABM. David sets a clear direction for brand, communications, propositions and digital marketing activities. Experienced marketing team leader with track record of delivering on commercial goals.

Achievements

- Increased Samsung.com revenue by 30% yr on yr through new optimisation / personalisation programme
- Founded Vodafone B2B content marketing and developed global thought leadership programmes. CRM and content strategies increased engagement and conversion from key accounts by 48%
- Generated incremental revenue by improved loyalty scheme segmentation for key retailers including Sainsbury's, Shell and Costa coffee
- Led major public health programmes in government leading to significant increases in awareness and behaviour change

Experience

Freelance Strategy Director - 2020-

Freelance consultant and strategist. Recent contracts include data/CRM strategy for UEFA on Champions League (Wasserman), Reckitt Benckiser digital & ecommerce strategy (VCCP) and Saudi Aramco content strategy (Ogilvy)

Director, Digital Strategy - Samsung Electronics/Cheil (2018-2020)

Strategic consultant on .com. I established a new agile operating model which combines strategy, analytics and optimisation to improve performance. Major flagship launches included Note 9, S20 and Note 20.

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Marketing Consultant (contract) - Wunderman (2017-2018)

Consultant on major CRM programmes for BT, and launched new mobile based Go+ loyalty scheme for Shell. Both projects exceeded targets, generating increased revenue from the base.

Head of Strategy/Planning - Gyro (2016-2017)

Strategy lead on Vodafone B2B programmes and GTM propositions. Launched Unified Communications, new mobile tariff propositions and led editorial strategy across social media and thought leadership. Leads generated over £10m in incremental revenue.

Head of Strategy/Planning - Geometry Global (2010-2016)

Team lead on strategy and planning across the agency. Key accounts included Vodafone B2B and B2C CRM, GSK Healthcare retail campaigns, HSBC CRM campaigns and Visa Brand Communications. Established planning and strategy as a strong income stream following merger of G2 and Ogilvy Action.

Independent Marketing Consultant (2003-2010)

Independent strategic consultant working with various clients and agencies. Clients and projects included Orange - broadband marketing, Dept of Health/COI - Stroke Act Fast campaign and Teenage pregnancy policy and communications, and BT innovation teams including development of mobile voice and wifi propositions.

Associate Director - Positive Thinking (1998-2003)

Business group lead on key accounts including Orange channel communications, Brown Forman, Diageo advertising and experiential activity.

(Early career at integrated agencies Triangle and Interfocus)

Education

University of Manchester - Economics 2:1

Skills

Hubspot Solutions provider

Google Partner