



# Mark Walker

at

<https://www.linkedin.com/in/mark-walker-4b4408135/>

---

## Summary

---

## Experience

### **Strategy Director at Keko Group**

**01/08/2017**

#### Achievements:

- \* Successfully led teams in developing and delivering compelling pitches, resulting in the acquisition of new business opportunities and expansion of scope for existing clients.
- \* Drove the growth and evolution of the agency by introducing new skill sets and establishing key strategic initiatives, including a paid media strategy and a data & insight business unit.
- \* Implemented a segmentation model based on psychographic habits for a client, integrating it into strategic planning and consumer experience.
- \* Led the development and implementation of effective brand strategy, direct messaging strategy, and consumer mapping strategy for multiple clients, resulting in increased engagement, customer satisfaction, and brand loyalty.

#### Roles and Responsibilities:

- \* Managed a diverse and talented team of strategists, media buyers, developers, and data analysts, providing guidance, direction, and support to ensure the successful execution of projects and the achievement of key objectives.
- \* Built and maintained strong and collaborative working relationships with key stakeholders, including clients, agencies, and third-party partners, ensuring alignment, effective communication, and successful outcomes. As a result, I have earned a reputation as a trusted and valued partner in driving business growth and delivering exceptional results.

### **EMEA CRM Campaign Specialist at Canon Europe**

**01/12/2015 - 01/08/2017**

) VCCP/ Canon Europe

-----

Achievements:

- \* Developed a comprehensive consumer and prosumer lifecycle strategy that includes targeted lead qualification, monetization management, re-engagement, and churn management initiatives, as well as a value exchange component. This strategy proved highly effective in driving customer engagement, loyalty, and retention, resulting in increased revenue and overall business growth.
- \* Successfully implemented an end-to-end Salesforce solution across multiple channels, including CRM, e-commerce, paid media, and social media, resulting in improved operational efficiency, enhanced customer experience, and increased revenue.
- \* Collaborated with Trip Advisor to create a highly effective co-branded CRM acquisition campaign, achieving an exceptional cost per acquisition of under EUR 2. This campaign not only drove significant revenue growth but also helped to strengthen the partnership with Trip Advisor, resulting in increased brand awareness and customer loyalty.
- \* Played a key role in the successful repositioning of the organization's brand, leading the CRM channel in the development and implementation of an integrated approach to consumer engagement. This strategy has resulted in increased brand recognition, improved customer satisfaction, and stronger relationships with key stakeholders, including clients and partners.

Roles and Responsibilities:

- \* Led the planning and execution of all acquisition activities originating from Canon EMA, ensuring effective targeting, messaging, and optimization. Additionally, provided guidance and education to NSOs on best practices for acquisition processes, resulting in improved performance and enhanced customer experience. Managing a working relationship between the lead creative agency and team at Canon.
- \* Managed a comprehensive campaign calendar across 25 countries within the EMEA market, ensuring effective planning, execution, and optimization of all marketing activities. This involved close collaboration with cross-functional teams, as well as ongoing monitoring and analysis of performance metrics to drive continuous improvement and achieve key business objectives.
- \* Took a leadership role in the development and implementation of Canon's acquisition strategy for the 2017 marketing plans, working closely with cross-functional teams to ensure integration with all other marketing opportunities. This involved thorough market research and analysis, as well as ongoing optimization of targeting, messaging, and channel mix to achieve maximum ROI and drive business growth.

## **Manager at EMEA Campaign**

**01/03/2015 - 01/12/2015**

Flourish / Cheil Samsung

-----

Achievements:

- \* Designed and implemented a strategic component for the Samsung Shop CRM program, leveraging customer insights and data to optimize engagement and improve customer loyalty. This involved close collaboration with cross-functional teams and ongoing monitoring of program performance to identify opportunities for enhancement and ensure alignment with key business objectives.
- \* Collaborated with the English RFU to develop a targeted campaign strategy for deployment to a

segmented list of their database, leveraging customer insights and data to optimize messaging, channel mix, and overall campaign performance..

#### Roles and Responsibilities:

- \* Maintaining a strong and collaborative working relationship between the agency and the client while operating as an embedded team member at the client's headquarters. This involved effective communication, stakeholder management, and coordination to ensure successful project delivery and alignment with client expectations and objectives.
- \* Providing strategic advice and executing creative design policies while ensuring compliance with established brand guidelines. Developing and executing creative concepts that effectively communicated the brand's message and resonated with target audiences, while maintaining brand consistency and integrity.
- \* the achievement of CRM key performance indicators (KPIs). This involved proactive communication, stakeholder engagement, and performance monitoring to ensure that CRM strategies and initiatives met or exceeded business objectives and contributed to overall organizational success.
- \* Establishing and fostering collaborative relationships with diverse teams across the organization, from corporate sponsorship and mobile to retail and legal. This involved effective communication, stakeholder engagement, and relationship building to promote cross-functional collaboration, streamline processes, and align priorities towards achieving shared business goals.

(2006 - 2013) Waterstones

#### **Email Marketing Manager at**

#### **Senior CRM Executive at**

#### **CRM and Loyalty Card Executive at**

#### **E-Commerce Assistant at**

#### Achievements:

- \* Implemented an enhanced CRM strategy resulting in a significant increase in customer engagement, as evidenced by metrics such as open rates, click-through rates, conversion rates, and customer retention.
- \* Played a critical role in the development and launch of a loyalty program and points scheme aimed at enhancing customer loyalty, driving repeat purchases, and supporting business transformation efforts.
- \* Spearheaded a project to overhaul the Loyalty Card's terms and conditions, resulting in a streamlined database.
- \* Created a customer segmentation strategy that delved beyond preferences and used comprehensive insights to develop dynamic campaign initiatives.

#### Roles and Responsibilities:

- \* Leveraged a database of three million active contacts to inform and shape the CRM strategy.
- \* Monitoring and analysing CRM initiatives as diverse as the retention and welcome programs to lapsing and dormant renewal.
- \* Interpreting and analysing data for segmentation in dynamic CRM initiatives.
- \* The management and deployment of all commercial emails sent by Waterstones.
- \* Devising and implementing email strategy to approach key periods and key deadlines.

---

## Education

, -

---

## Skills

**Managerial Skills > Team Management, Strategic Initiatives, Media Strategy, Strategic Planning, consumer experience, Brand Management, Key Stakeholders, Sales Growth, Teamwork, Strategy Director, valued partner**

---

## Keywords

---

## Languages

—

## Other candidate information that Vincere supports

Add the wildcards to your template. Vincere will recognize and replace it with corresponding information.

(Notice: Please remove this section if you don't need it in your template)

### General information

1. Candidate middle name (J)
2. Candidate preferred name ( )
3. Candidate first name in Kana ( )
4. Candidate last name in Kana ( )
5. Candidate date of birth ( )
6. Candidate Age ( )
7. Candidate Place of birth ( )
8. Candidate Citizenship ( )
9. Candidate Gender (Male)



10. Candidate Photo ( )
11. Candidate Primary Email (m.j.n.walker@googlemail.com)
12. Candidate Work Phone ( )
13. Candidate Primary Phone ( )
14. Candidate Home Phone ( )
15. Candidate LinkedIn profile (<https://www.linkedin.com/in/mark-walker-4b4408135/>)
16. Candidate Current Address - Address (London)
17. Candidate Current Address - District ( )
18. Candidate Current Address – City/Town (London)
19. Candidate Current Address - State ( )
20. Candidate Current Address - Country (United Kingdom)
21. Candidate Current Address - Zipcode ( )
22. Candidate Current Address - Name (London)
23. Candidate Availability for Work ( )
24. Candidate Marital Status ( )
25. Candidate TOEIC Score ( )
26. Candidate IELTS Score ( )
27. Candidate ID (63672)
28. Candidate Work History (Keko Group  
Strategy Director  
2017-08-01  
Achievements:

- \* Successfully led teams in developing and delivering compelling pitches, resulting in the acquisition of new business opportunities and expansion of scope for existing clients.
- \* Drove the growth and evolution of the agency by introducing new skill sets and establishing key strategic initiatives, including a paid media strategy and a data & insight business unit.
- \* Implemented a segmentation model based on psychographic habits for a client, integrating it into strategic planning and consumer experience.
- \* Led the development and implementation of effective brand strategy, direct messaging strategy, and consumer mapping strategy for multiple clients, resulting in increased engagement, customer satisfaction, and brand loyalty.

#### Roles and Responsibilities:

- \* Managed a diverse and talented team of strategists, media buyers, developers, and data analysts, providing guidance, direction, and support to ensure the successful execution of projects and the achievement of key objectives.
- \* Built and maintained strong and collaborative working relationships with key stakeholders, including clients, agencies, and third-party partners, ensuring alignment, effective communication, and successful outcomes. As a result, I have earned a reputation as a trusted and valued partner in driving business growth and delivering exceptional results.

Canon Europe  
EMEA CRM Campaign Specialist  
2015-12-01 - 2017-08-01  
) VCCP/ Canon Europe

-----

#### Achievements:

- \* Developed a comprehensive consumer and prosumer lifecycle strategy that includes targeted lead qualification, monetization management, re-engagement, and churn management initiatives, as well as a value exchange component. This strategy proved highly effective in driving customer engagement, loyalty, and retention, resulting in increased revenue and overall business growth.
- \* Successfully implemented an end-to-end Salesforce solution across multiple channels, including CRM, e-commerce, paid media, and social media, resulting in improved operational efficiency, enhanced customer experience, and increased revenue.
- \* Collaborated with Trip Advisor to create a highly effective co-branded CRM acquisition campaign, achieving an exceptional cost per acquisition of under EUR 2. This campaign not only drove significant revenue growth but also helped to strengthen the partnership with Trip Advisor, resulting in increased brand awareness and customer loyalty.
- \* Played a key role in the successful repositioning of the organization's brand, leading the CRM channel in the development and implementation of an integrated approach to consumer engagement. This strategy has resulted in increased brand recognition, improved customer satisfaction, and stronger relationships with key stakeholders, including clients and partners.

#### Roles and Responsibilities:

- \* Led the planning and execution of all acquisition activities originating from Canon EMA, ensuring effective targeting, messaging, and optimization. Additionally, provided guidance and education to NSOs on best practices for acquisition processes, resulting in improved performance and enhanced customer experience. Managing a working relationship between the lead creative agency and team at Canon.
- \* Managed a comprehensive campaign calendar across 25 countries within the EMEA market, ensuring effective planning, execution, and optimization of all marketing activities. This involved close collaboration with cross-functional teams, as well as ongoing monitoring and analysis of performance metrics to drive continuous improvement and achieve key business objectives.
- \* Took a leadership role in the development and implementation of Canon's acquisition strategy for the 2017 marketing plans, working closely with cross-functional teams to ensure integration with all other marketing opportunities. This involved thorough market research and analysis, as well as ongoing optimization of targeting, messaging, and channel mix to achieve maximum ROI and drive business growth.

EMEA Campaign  
Manager  
2015-03-01 - 2015-12-01  
Flourish / Cheil Samsung

-----

#### Achievements:

- \* Designed and implemented a strategic component for the Samsung Shop CRM program, leveraging customer insights and data to optimize engagement and improve customer loyalty. This involved close collaboration with cross-functional teams and ongoing monitoring of program performance to identify opportunities for enhancement and ensure alignment with key business objectives.
- \* Collaborated with the English RFU to develop a targeted campaign strategy for deployment to a segmented list of their database, leveraging customer insights and data to optimize messaging, channel mix, and overall campaign performance..

#### Roles and Responsibilities:

- \* Maintaining a strong and collaborative working relationship between the agency and the client while operating as an embedded team member at the client's headquarters. This involved effective communication, stakeholder management, and coordination to ensure successful project delivery and alignment with client expectations and objectives.
- \* Providing strategic advice and executing creative design policies while ensuring compliance with established brand guidelines. Developing and executing creative concepts that effectively communicated the brand's message and resonated with target audiences, while maintaining brand consistency and integrity.
- \* the achievement of CRM key performance indicators (KPIs). This involved proactive communication, stakeholder engagement, and performance monitoring to ensure that CRM strategies and initiatives met or exceeded business objectives and contributed to overall organizational success.
- \* Establishing and fostering collaborative relationships with diverse teams across the organization, from corporate sponsorship and mobile to retail and legal. This involved effective communication, stakeholder engagement, and relationship building to promote cross-functional collaboration, streamline processes, and align priorities towards achieving shared business goals.

(2006 - 2013) Waterstones

Email Marketing Manager  
2014-01-01 - 2015-01-01

Senior CRM Executive  
2012-01-01 - 2014-01-01

CRM and Loyalty Card Executive  
2009-01-01 - 2012-01-01

E-Commerce Assistant  
2006-01-01 - 2009-01-01  
Achievements:

- \* Implemented an enhanced CRM strategy resulting in a significant increase in customer engagement, as evidenced by metrics such as open rates, click-through rates, conversion rates, and customer retention.
- \* Played a critical role in the development and launch of a loyalty program and points scheme aimed at enhancing customer loyalty, driving repeat purchases, and supporting business transformation efforts.
- \* Spearheaded a project to overhaul the Loyalty Card's terms and conditions, resulting in a streamlined database.
- \* Created a customer segmentation strategy that delved beyond preferences and used comprehensive insights to develop dynamic campaign initiatives.

#### Roles and Responsibilities:

- \* Leveraged a database of three million active contacts to inform and shape the CRM strategy.

- \* Monitoring and analysing CRM initiatives as diverse as the retention and welcome programs to lapsing and dormant renewal.
- \* Interpreting and analysing data for segmentation in dynamic CRM initiatives.
- \* The management and deployment of all commercial emails sent by Waterstones.
- \* Devising and implementing email strategy to approach key periods and key deadlines.)

29. Candidate Desired Salary (GBP £0.00)

30. Candidate Current Salary (GBP £0.00)

31. Candidate Contract Rate ()

32. Candidate Notice Period (30)

33. Candidate Brief (Mark J Walker is a resident of London, UK. He has been working in the Marketing occupational sector for more than 17 years. Currently he is employed as a Strategy Director at Keko Group. Mark has an extensive management experience (8 years) with exposure to executive/middle management positions.

Currently since 2017-08 this candidate had experience at an executive/middle management level working as a Strategy Director at Keko Group.

Since 2015-03, for a total duration of 10 months, this candidate had experience at a lower grade management level working as a Manager at EMEA Campaign.

Since 2014, for a total duration of 12 months, this candidate had experience at a lower grade management level working as a Email Marketing Manager.)

34. Candidate LinkedIn resume ()

35. Candidate Company name()

36. Candidate Company number()

37. Candidate Branch ()

38. Candidate Desired Industry ()

39. Candidate Desired Sub Industry ()

40. Candidate Desired Function Expertise ()

41. Candidate Desired Sub Function Expertise ()

#### **NOTE:**

1. To fields of Education, because it's a dynamic field in Vincere and you can add as many education as you want in Candidate Profile, it's important to put the details inside a Loop to get all Education details of a candidate.

Education details that are supported in Resume Builder:

- a. Candidate Education Level (\${education.educationLevel})
- b. Candidate Education Summary ()
- c. Candidate Education Institution (\${education.institutionName})
- d. Candidate Education Course (\${education.course})
- e. Candidate Education Qualification (\${education.qualification})
- f. Candidate Education GPA (\${education.gpa})
- g. Candidate Education Honors (\${education.honors})
- h. Candidate Education Major (\${education.major})
- i. Candidate Education Grade (\${education.grade})

To use those wildcards, simply put them between an "Education.EducationStartLoop" and an "Education.EducationEndLoop"

Example:

, -



2. Fields in Work History of candidate work in the same way as Education's fields.

You will have to put Work History details in between a "WorkHistory.WorkCompanyStartLoop" and a "WorkHistory.WorkCompanyEndLoop".

Work History details that are supported in Resume Builder:

- a. Candidate Job title ({experience.jobTitle})
- b. Candidate Employer ({experience.employer})
- c. Date range ({experience.dateRange})
- d. Candidate experience at the company ({experience.company})

### Recruiter information

- 1. User location ()
- 2. User phone number ()
- 3. Resume submitted date (10/05/2023)
- 4. User company name (Wild Squirrel Recruitment)
- 5. User name ()
- 6. User email ()
- 7. Primary Brand Logo ()
- 8. Primary Brand Name ()