

# TOMAS SELIOKAS

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## PROFESSIONAL PROFILE

Results-driven Director of Marketing with over 8 years of experience in the B2B SaaS industry and startups, excelling in developing and implementing highly effective marketing strategies. Proven track record of successfully building and leading global marketing teams, managing multi-million dollar marketing budgets and driving revenue growth from \$10M+ to \$75M+ in just 4 years.

## EXPERIENCE

### **SIMILARWEB – DIGITAL INTELLIGENCE PROVIDER (B2B SaaS STARTUP)**

MARKETING DIRECTOR - MARTECH DIVISION | LONDON, UK | NOV 2019 – PRESENT

- ❖ Designed and implemented comprehensive marketing strategy resulting in revenue growth from \$10M+ to \$75M+ in just 4 years
- ❖ Implemented new lead generation strategies which led to 200%+ YoY increase in leads for two consecutive years while maintaining a low CAC/LTV ratio
- ❖ Built out and managed global cross-functional teams across digital, content, product and field marketing
- ❖ Provided strategic marketing consultancy to major clients including Adobe, P&G, Adidas and Samsung
- ❖ Led thought leadership content creation and public speaking engagements at premier conferences like Martech Innovation Summit, Agencies Festival by The Drum, and 20+ SimilarWeb events and reaching over 15,000 global professionals

HEAD OF MARKETING | LONDON, UK | MAR 2019 – NOV 2019

- ❖ Delivered a 60% surge in ROI on a multi-million marketing budget by devising and executing a comprehensive multichannel marketing strategy
- ❖ Amplified lead-to-customer conversion rates by 40% via pioneering lead nurture initiatives and automation tactics
- ❖ Doubled company-wide conversion rates within three months, by performing an exhaustive content audit and crafting a strategic, actionable content marketing plan
- ❖ Initiated a thought leadership initiative and forged partnerships with renowned marketing influencers including Neil Patel, Rand Fishkin, and Brian Dean, positioning our brand as an industry leader

### **HUBLE DIGITAL – DIGITAL MARKETING AGENCY (HUBSPOT PARTNER)**

B2B MARKETING STRATEGY CONSULTANT | LONDON, UK | NOV 2017 – MAR 2019

- ❖ Strategized and directed holistic marketing initiatives for over 20 B2B SaaS and Tech clients resulting in a \$20M+ revenue uplift
- ❖ Built and guided a team of six marketing specialists, spanning PPC, SEO, content, and PR functions, to foster collaborative excellence and innovative strategies
- ❖ Initiated and developed PPC, SEO, and content strategies from the ground up, yielding an average 150% boost in both the quantity and quality of leads within a year

### **BE FOUND ONLINE – DIGITAL MARKETING AGENCY**

B2B MARKETING STRATEGY CONSULTANT | LONDON, UK | NOV 2017 – MAR 2019

- ❖ Managed a total of \$11M dollars in advertising budgets across SaaS, travel, cybersecurity and retail industries
- ❖ Managed SEO, PPC, and Content Marketing teams to deliver exceptional results for our clients

### **EOPTIKA.CO.UK – B2B HEALTHCARE E-COMMERCE STARTUP**

CMO | LONDON, UK | JAN 2015 – NOV 2017

- ❖ Led cross-functional 12-member team to develop and implement national customer acquisition strategy that resulted in 5x (200 to 1000+) increase in active platform users and 250% (£700k) revenue increase within one year
- ❖ Elevated the marketing structure from a team of four to three diversified departments and integrated two external agencies, enhancing collaborative capabilities and scalability

#### **KAVITA UAB – DISTRIBUTOR OF EYE CARE PRODUCTS**

HEAD OF MARKETING | MAZEIKIAI, LTU | FEB 2014 – JAN 2015

- ❖ Led all digital marketing functions for an emerging eye-care e-commerce startup, resulting in a 30% surge in annual revenue through strategic implementation of PPC, SEM, SEO, and social marketing initiatives

### **SKILLS**

- **Strategic Marketing:** Proficient in crafting and executing innovative marketing strategies to drive business growth and brand awareness
- **Team Leadership:** Adept at building, mentoring, and leading high-performance cross-functional marketing teams to achieve organizational objectives
- **Campaign & Budget Management:** Comprehensive experience managing marketing campaigns and budgets ranging from \$1M to \$10M, ensuring optimal ROI
- **Digital Marketing Mastery:** Extensive skills in PPC, SEO, Digital Analytics, and Content Marketing
- **Technical Proficiency:** Proficient in HTML, CSS, JavaScript
- **Google Certification:** Certified Google AdWords and Analytics Expert
- **Inbound Marketing:** HubSpot Academy certified, with expertise in inbound marketing strategies and best practices
- **Languages:** Fluent in English, Russian and Lithuanian

### **EDUCATION**

LCC INTERNATIONAL UNIVERSITY, KLAIPEDA, LITHUANIA

INTERNATIONAL B.B.A. DEGREE WITH MARKETING MODULE, MAY 2014

- Co-founder of a Stock Portfolio Management Club, achieving a 20% ROI for the student-managed fund
- As Student Council Vice President, initiated a mentorship program that benefited over 100 students

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN(ONLINE)

DIGITAL MARKETING SPECIALIZATION: SEP 2017

### **DIGITAL MARKETING CERTIFICATES:**

GOOGLE [ANALYTICS](#) | GOOGLE ADS: [SEARCH](#), [DISPLAY](#), [MOBILE](#) | [HUBSPOT CERTIFICATIONS](#)