

TOMAS SELIOKAS

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PROFESSIONAL PROFILE

Results-driven marketing consultant with a proven track record in designing transformative strategies for global brands including Samsung, eBay, and Adidas. Demonstrated a unique blend of analytical rigor, digital expertise, and stakeholder management, crucial for navigating complex business challenges.

EXPERIENCE

SIMILARWEB (NYSE: SMWB) – LEADING DIGITAL INTELLIGENCE PROVIDER

SOLUTION BUSINESS MANAGER | LONDON, UK | JUN 2021 – NOV 2022

- Led a team to refine the martech product strategy based on 'Voice of Customer' insights, identifying top segment value gaps and enhancing data access, resulting in a 65% ARR increase (\$400k+) within 6 months
- Led a team to produce a competitive analysis to enhance market penetration in Japan, achieving a 15% revenue increase through strategic brand repositioning and regional marketing adjustments

INDUSTRY CONSULTANT | LONDON, UK | NOV 2019 – JUN 2021

- Selected as the best strategy consultant at Similarweb for achieving exceptional problem-solving, client relations, highest ARR contributions
- Advised and transformed marketing strategies for top-tier clients like Samsung, Adidas, J&J, Vodafone, leading to a 150% average increase in client retention rates
- Developed a competitive analysis framework from hundreds of data points into scalable dashboards for a top-5 global brand, boosting the UK share of voice by 30%; it was successfully implemented across eight European client regions and resulted in a \$200k (100%) increase in contract value

SOLUTION CONSULTANT | LONDON, UK | MAR 2019 – NOV 2019

- Engineered a retail evaluation model, integrating metrics such as brand share and category traffic, optimizing partnership opportunities and tripling contract value to \$500k for a premier brand
- 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, showcasing original research and reaching over 15,000 global professionals

HUBLE DIGITAL – DIGITAL BUSINESS CONSULTANCY

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
- Optimized digital analysis workflows from insights of 100s of past reports, automating processes that slashed analysis time by 80%, halved sales cycles, and doubled outbound sales capacity

BE FOUND ONLINE – DIGITAL MARKETING CONSULTANCY

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

- Developed comprehensive digital strategies and managed a team of three to implement them, resulting in a 50% average boost in online visibility for international clients
- Automated reporting workflows using Google Data Studio and Python in Google Sheets, resulting in a 90% reduction in prep time

EOPTIKA – INTERNATIONAL HEALTHCARE eCOMMERCE 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

SKILLS

- **Technical Skills:** SEM, SEO, Digital Analytics, HTML & CSS
- **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 by analyzing market trends and making informed investment decisions
- As Student Council Vice President, initiated a mentorship program that benefited over 100 students