

JACK BISS

 jackbiss@live.com  [linkedin.com/in/jackbiss](https://www.linkedin.com/in/jackbiss)  London, UK





Senior strategy director, marketing and fundraising consultant with significant experience across UK and global markets. Specialising in digital, I have wide ranging experience across all media channels, all facets of direct response marketing, brand development, and fundraising. I have led departments and teams in-house and at agencies, and worked with senior stakeholders and great people to drive target-beating results for amazing organisations.

EXPERIENCE



Head of Digital / Digital Strategy Director

- Senior Digital Strategist



 Oct 2019 - Dec 2022  London, UK

- ◆ Developed [Open's](#) digital offering for UK and global charity clients, driving revenue growth & improving profit margin
- ◆ Led organisational digital strategy, introduced new products, processes, and upskilled an agency of 40+ across four teams
- ◆ Developed and led large scale integrated campaigns, driving multi-million pound incomes across multiple campaigns
- ◆ Strategic lead on [two campaigns](#) nominated for the 2023 Charity Film Awards
- ◆ Ideated and managed development of sector leading "[My Thankyou](#)" product



Marketing & Media Manager





 Aug 2017 - Aug 2019  Melbourne, AU

- ◆ Increased event registrations by 49% YOY
- ◆ Lowered paid social CPA from \$14 to \$6
- ◆ Managed marketing budget in excess of \$750,000, responsible for all ticket revenue generation
- ◆ Awarded Spartan's Best International Marketing Campaign in 2018 (out of 40 countries)
- ◆ Increased Facebook following by 32% and Instagram following by 66%





Marketing & Media Manager (Contract)

 Oct 2017 - Aug 2019  Melbourne, AU




Marketing Specialist

 Mar 2017 - Aug 2017  Melbourne, AU



Insight & Marketing Executive

 Aug 2015 - Sep 2016  London, UK

STRENGTHS

Leadership

Logical Problem Solver

Creative

Time & People Manager

Strategic & Analytical

Senior Stakeholder Management

Results Driven

AREAS OF EXPERTISE

- ◆ Digital strategy, campaign planning, & analysis
- ◆ Integrated campaign strategy, planning, analysis & optimisation
- ◆ Fundraising (Individual giving, events, community, legacy, lottery)
- ◆ E-commerce & direct response marketing
- ◆ Brand development & management
- ◆ New product development
- ◆ Traditional media (Print, TV, OOH, Radio, PR, Mail)
- ◆ Digital media (Social, Display, Native, Email Marketing)
- ◆ PPC advertising & SEO (Planning, media buying & campaign management, analysis & optimisation)
- ◆ Creative development (Briefing through to optimisations)
- ◆ Digital payment solution development & optimisation (Web, app based, PSMS)
- ◆ Website & digital product development (UX design, management of development teams, basic front end development & tracking setup)

EDUCATION



UNIVERSITY OF OTAGO

BCOM | Jan 2012 – Dec 2014



Marketing Major, Psychology Minor

ROLE DESCRIPTIONS



Head of Digital / Digital Strategy Director

- Senior Digital Strategist

 Oct 2019 - Dec 2022  London, UK



Spanning all three pillars of the agency (Strategic, Creative, Technical), I worked across [Open](#) and our sister technical and payment delivery company [OMG](#) to develop our digital strategy. I also led our digital offering for leading NGO and charity clients around the globe. These included the likes of UNICEF, WWF, and International Committee of the Red Cross, to homegrown organisations such as Mind, [Guide Dogs](#), [Breast Cancer Now](#), [St Mungo's](#), and [NHS Charities Together](#).

In addition to this, I managed the digital strategic and planning output for Open's clients, digital media buying and planning, and led on non-digital and large scale integrated campaigns responsible for raising millions of pounds. I also managed the agencies digital creative output, and designed and developed new digital products and payment solutions for our clients.

Additional responsibilities included the management of the digital team, the wider digital upskilling of the agencies four core teams, and the integration of our sister payment and technical company with Open's team and our clients. As part of the management and senior leadership team I was also responsible for team utilisation, management of certain work through the business, assisting with management of senior clients, and other tasks typical of a leadership role.





Marketing & Media Manager

 Aug 2017 - Aug 2019  Melbourne, AU

I was responsible for all marketing & media functions across the [business](#) and managed a team of five. I developed and implemented brand and acquisition strategies, and subsequent campaign plans across digital and traditional media. I was also responsible for development and growth across all digital and social platforms, production of creative using external agencies and our in-house team, management of media, and at-event marketing and comms.



Marketing & Media Manager (Contract)

 Oct 2017 - Aug 2019  Melbourne, AU

My contract role saw me responsible for all marketing & media functions across the business. With the help of a small but powerful team, I oversaw the development of two major event brands from scratch in partnership with a state level government.

This involved:

- ◆ Building and managing two separate brand strategies
- ◆ Designing and assisting with the build of two websites and additional digital platforms
- ◆ Management of marketing budget and development and implementation of marketing strategy
- ◆ Managing and briefing external contractors including graphic designers, video production team, web design team and a public relations agency
- ◆ Developing and implementing a full scale marketing plan across both traditional (radio, TV, print) and digital channels (google ads, paid social, organic social media)

**References, descriptions of additional roles, and information
regarding positions prior to 2015 available on request**