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## WHY YOU MIGHT FIND ME INTERESTING

I'm a hands-on marketing professional, excellent communicator, technically minded, detail-oriented and seriously organised.

Recently I was instrumental in helping reposition a national group of companies operating in a challenging B2B sector to grow annual marketing-related revenue from £138k to £1.4m, totalling £5.1m in under five years.

Previously, I built a web-technology business that ran for ten years and incorporated design, web development, marketing, training and support for around 350 business clients across the UK and internationally.

For me, the common thread has always been understanding what clients, customers and stakeholders need (not necessarily what they want) and delivering above and beyond their expectations to positively impact productivity, effectiveness and ultimately, profitability.

I'm highly resourceful, pragmatic and a logical thinker. I'm a straight talker, but I'm also diplomatic and an excellent listener, always open to discussing new ideas and collaboratively developing the best possible solutions.

I treat my role like a micro-business within the organisation I'm working with. It helps focus on what's important, especially when managing external agencies and multiple stakeholders, but also with project management, communication, quality control and delivery.

To quote:

*"With an eye for detail and an ear for nonsense, Clive pushes back and challenges his Agency partners to bring out their very best and maximise the return on his investment".*

*"Clive has a great ability to interpret the change required and apply it with large doses of common sense and keeping it simple, so there's a higher chance of success and everyone understands what needs to happen and why."*

*"I was impressed by Clive's ability to reframe how companies look at their products and services. He is able to better connect to target audiences by focusing on the value the products or services offer, and wider problems they solve, rather than their technical details or specifications."*

## EXPERIENCE - here and now

### **The Clearway Group Ltd.**

*Head of UK Marketing: July 2018 to Oct 2021*

### **Clearway Environmental Services (UK) Ltd**

*Marketing & Communications Manager: September 2016 – July 2018*

In a challenging B2B, needs-driven industry, it was imperative to continually build awareness and drive engagement for the products and services provided by Clearway and throughout the Group in order to distinguish us from the competition.

The Group's business development team grew from four in the south in 2017 to sixteen across the UK. I actively and continually supported our frontline sales warriors through brand awareness, media/advertising/PR, content marketing, direct and email marketing, creating tailored/targeted campaigns designed to increase awareness, prospective customer engagement and, ultimately, lead generation.

New business revenue directly attributable to marketing activity between Jan 2017 and Oct 2021 was £5.1m, including £1.1m in new business.

My key responsibilities included:

- Developing, implementing and managing a multi-channel marketing strategy
- Developing and managing multiple website projects
- Managing online and offline SEO
- Email marketing, social media and PPC campaigns
- Digital engagement and tracking metrics
- Digital/print content creation and delivery
- Managing multiple 3rd-party agencies/suppliers
- Developing/managing all printed and promotional material
- Networking/business development activities
- Keeping multiple cross-department/company stakeholders up to date

## EXPERIENCE - getting to here and now

### **Highspring Group Ltd.**

*Marketing Director (part-time): Apr 2016 - present*

Helping smaller businesses build an effective online presence through marketing and strategic planning, developing their knowledge and understanding whilst leveraging their existing skills and experience.

Key areas include foundation marketing, audience/persona development, content creation and management, email marketing campaign management, online profile building, marketing strategy and lead generation.

Primary services include:

- In-depth digital audit of websites, online profiles and social media channels
  - Marketing strategy development and implementation
  - Content creation for newsletters/blogs and email marketing
  - GDPR compliance [primarily online]
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### **Springboard Partners Ltd.**

*Marketing Partner: Feb 2011 - Dec 2012*

SpringBoard Partners; a business services consortium providing a range of consultancy and hands-on services to SMEs with a £1m-£6m turnover.

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### **Paramount Web Technology Ltd.**

*Digital Marketing and Client Account Director: 2002 - 2016*

Responsible for business development, marketing, innovation, growth and strategic planning, collaborating on all aspects of business operations.

Implementing and managing the delivery of all internal & client digital marketing campaigns.

Working with and resourcing, design, development and third-party services such as photography, content creation, PR etc., as required, and creating own content for social media, blogging, news and outreach sources.

## EARLIER CAREER

### **MTA Reprographics: Technical Manager**

A major London lithographic supplier print-ready plates to larger printers for clients such as M&S, British Aerospace, British Gas, A&M Records, McNaughton Paper, Polygram, Wrigley's & Tesco.

Managed typesetting, digital page make-up and web design & development team.

### **Remus Print Services: Print Services Manager**

High street small-offset litho printer providing local business services and large-printer overflow services for clients such as PGA, Benson & Hedges, Jewish Chronicle and Lincoln's Inn.

Managed day-to-day business operations, production and new technology implementation.

### **Metropolitan Police, OTSG/Special Events, London: Operational Support Technician**

OTSG was responsible for day-to-day video/audio Police communications within Greater London.

Involved in the installation and maintenance of two-way radio systems plus design, manufacture, installation and maintenance of police property security systems in London.

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## EXTERNAL ACTIVITIES

**Chartered Institute of Marketing:** (since 2019) Member

**Google Squared Online:** (2017) Digital Marketing Leadership

**Croydon Chamber of Commerce:** (2014 - 2016) Board member & Ambassador

**KPI (Key Person of Influence):** (2013 - 2014) Strategic Marketing and Business Development

**Business Executives Association:** (2012 - 2013) [joint] Creator and Chair for Caterham

**Business Networking International:** (2007 - 2014) Chapter Director, Membership Coordinator

**Professional Networking:** confident and consistent networking across multiple groups, locations and events, constantly growing contacts and developing relationships.

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## INTERESTS

Running (recently upgraded from walking), blogging/writing, photography, travel, podcast-junkie, authoring a book on barriers to marketing for SMBs.