

Kieran Walker

Senior Digital Marketing & eCommerce Manager

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Personal Profile

A Senior Digital Marketing & eCommerce Manager with 10 years' experience managing marketing strategy, budgets, teams & agencies. Currently working in Luxury Retail for Hotel Chocolat as Senior Digital Marketing Manager in a fast paced role driving International eCommerce sales, in addition to supporting 100+ High Street Shops, Cafe's, Restaurants, Hotels, Subscriptions, & Events. Since joining in 2007 I've helped the business grow from a private start up, to this year becoming a PLC worth £200m, and named Lloyds Business of the Year 2016. This has included growing the Global eCommerce website across all digital channels to annual figures of 7m sessions (50m unique page views) & 500k transactions. My academic achievements include a 1st in MSc Marketing Management, an IDM Advanced Diploma & Google Partner qualifications. An organised & pro-active problem solver with initiative, luxury brand awareness & commercial acumen; I've a real passion for Digital & its innovative role in improving consumer experiences, telling brand stories & driving growth. I also build & optimise eCommerce sites privately for clients in Wordpress.



Employment History



Hotel Chocolat - Senior Digital Marketing & eCommerce Manager

(Jan 2014 – Present)

- Utilise a £2.5m budget towards global online, eCom & offline ROI P&L targets, reporting to the Commercial Director & Board.
- Own the Digital Marketing Strategy; SEO, PPC, Programmatic, Affiliate, Email, Social, Content, Referral, & Digital-in-Store.
- Manage & develop a team of 10+ digital execs, in addition to all agency relationships & digital partnerships.
- Support eCommerce Online Trading; CMS, products, promotions, categories, content, campaigns, a/b test & attribution.
- Deliver new web platform migration (Demandware) & ongoing web development projects, working with all stakeholders.
- Key achievements: Increased organic sessions through SEO from 0.5m to 2m. PPC has also increased from 0.5m to 2m, & order conversions up from 150k to 200k with an average cost per click of £0.40. Email traffic also increased from 0.1m to 1.2m sessions, with Referral up from 0.1m to 0.7m, & Social up from 0.1m to 0.5m. Site conversion rising from 4% to 6%.



Hotel Chocolat - Marketing Manager

(Apr 2009 – Dec 2013)

- Utilise a £1m budget towards global online eCom & offline ROI targets. Managing 5+ digital execs & all agencies.
- Own the Marketing Strategy; Digital: SEO PPC, Affiliate, Email & Social. Offline: DM, Inserts, Partnerships & Events.
- Create Brand Campaigns, briefing design & marketing to produce on-brand multichannel campaigns for all seasonal activity.
- Support all web developments, including the launch of the new web platform (Red) in Jan 2013, & ongoing developments.
- Key achievements: Increasing all digital channels, including direct thorough DM up 25% from 0.8m to 1.5m sessions. Opening 50 new International Stores, Cafes & Restaurants in addition to a Hotel in St Lucia. Migration of the businesses' 100k chocolate subscription members to a new digital platform, increasing profits YOY - & credit card details held from 25k to 60k cards.



Hotel Chocolat - Marketing Executive

(Sept 2007 – Mar 2009)

- Support the brand from start up by assisting in eCommerce Trading, Digital & Direct marketing admin in a small team.
- Conduct all Digital Marketing, working across all digital channels; CMS / eCom Trading, SEO, PPC, Affiliate, Email & Social.
- Web Developments: Designing, building & maintaining business microsites using HTML/CSS in Dreamweaver.
- Manage Direct Marketing including Direct Mail Catalogues & Store POS, in addition to PR & Events, store launches & reports.



BBC & BSkyB - Freelance Digital Media Exec

(Sept 2005 – Aug 2007)

- Freelance contracts for 2 years whilst at University. Digital content production for BBC Nottingham, East Midlands TV & Sky News HQ in London; covering all media, including video filming / presenting / editing, radio packages, & online digital content.



Qualifications

• MSc Marketing Management:	Grade - 1 st	London Southbank University / (CIM)	(Sept 2013 – June 2015)
• IDM Advcd Marketing Diploma:	Grade - Merit	Institute of Direct Marketing (IDM)	(Sept 2010 – June 2012)
• BA Hons Media & Coms	Grade - 2:1	Nottingham Trent University	(Sept 2004 – June 2007)
• A Level: x4 (Incl Media & IT)	Grade - A-C	Cambridge Long Road 6 th Form College	(Sept 2002 – June 2004)
• GCSE: x11 (Incl Maths & English)	Grade - A-C	Cambridge Comberton Village College	(Sept 1999 – June 2002)



Skills

• eCommerce	Online trading of 5k+ skus. Driving 7m sessions & 500k transactions / year. Demandware. (7 yrs.)
• CMS:	Campaign banners, promotions, a/b tests, & blog. Paraspar / Red / Wordpress / Demandware (7 yrs.)
• SEO:	Technical, Keywords, Onsite, Schema, Local, Link Building. Search Console / SEMRush / Moz (5 yrs.)
• PPC:	£800k SEM budget. Search, Display, Retargeting. PLA's, Merch Centre, Google AdWords Partner. (5 yrs.)
• Programmatic:	Basic knowledge of data driven targeted ad serving, tracking & attribution modelling. Rocket Fuel (½ yr.)
• Paid Social:	Paid ads / retargeting on Facebook Power Editor, Twitter Ads, & YouTube (5 yrs.)
• Affiliate:	£300k budget. CJ / Affilnet, Voucher, Cash Back & Blogs. Growing program & managing cpa / cpl. (6 yrs.)
• Email / CRM:	500+ campaigns; briefing, designing & coding responsive emails to 500k+ database +automation. (7 yrs.)
• Social:	Scheduling content on Hootsuite, via / through Facebook, Twitter, Instagram, & Pinterest (5 yrs.)
• Content:	Creating educational, exciting & engaging content & stories. Preparing copy, images, & videos. (5 yrs.)
• Referral:	Implementation of customer referral scheme incentivising social advocacy. (1 yrs.)
• Analytics:	Daily use of Google Analytics to improve CRO & providing reports. (5 yrs.)
• Tagging:	Google Tag Manager & TagMan – data layer / tag management marketing data platforms. (3 yrs.)
• Web - Projects:	3x New Platform Migrations. UX, UI, Development, Build, Testing, Enhancements. Demandware. (5 yrs.)
• Web - Freelance:	Freelance website builds. Coding HTML / CCS in Dreamweaver, Word Press. +Photoshop (5 yrs.)
• Print:	100+ catalogue / dm mailing campaigns to 400k database. Media Inserts & Press Ads. InDesign. (7 yrs.)
• Retail:	80+ stores / cafes internationally; producing in store Print / Digital POS & windows for each. (7 yrs.)
• Experiential:	Campaigns, such as the Hotel Chocolat 'Easter Beau Bunny' & 'Christmas Gift' on YouTube. (3 yrs.)
• Other:	Various Events, Telemarketing, B2B & PR campaigns. (3 yrs.)
• Strategy:	Manage multi-channel Acquisition, Retention & Up-sell campaign critical paths & calendars.
• Budgets:	Managing a marketing budget of £2.5m, forecasting, signing off invoices & reporting weekly ROI / sales.
• Brand Creative:	9 years experience of collaborative luxury brand creative campaigns with a number of creative directors.
• Data:	CRM system to access a 3m+ database. Segmentation, profiling & analysis management experience
• Research:	Experience using Experian Mosaic, Royal Mail, Survey Monkey & Focus Groups.
• KPI Reports:	Presenting weekly, monthly, annual & adhoc campaign reports multi channel to the Board.
• Staff:	Line Management – coaching & developing 15+ marketing executives.
• Agencies:	Relationships with 20+ digital & direct agencies / 3 rd parties.
• Partnerships:	Negotiating 40+ Online & offline relationships with O2, Bafta, White Company, Graze, Ocado & more...
• Drivers License:	I hold a full clean UK driver's license.



Hobbies & Interests

Travelling the world with my fiancé, & decorating our new home in Hertfordshire. Enjoying some great nights out with friends up in Cambridge or down in London (just 25 mins by train to Kings Cross). Latest Tech & Fashion trends are also big interests. Sport is another passion for me; running, football, rugby & snowboarding. But I'm very lucky that my career is my hobby. I love learning from digital / marketing industry blogs & courses. I also enjoy building & optimizing websites & blogging. In addition, I try to help in supporting the marketing of a local charity at my old school called Tom's Trust, set up in memory of a child who died of cancer.



References

All references are available upon request.