



# Kieran Walker

Digital, Direct Marketing & CRM | Brand Content & Design  
eCommerce | Web Migrations | Product Owner | Analytics

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## Exec Summary

20 years' experience; in Digital, Marketing, Brand Content, Media & eCommerce; I specialise in **growing brands** with roles including Digital Marketing & CRM, Online Trading, Marketplaces (Amazon FBA), Brand Content, Product Owner & Web Migration Projects. A track record of driving global sales multi-channel from vertical campaigns across eCom, media, retail, subscriptions, cafes, restaurants, hotels & events. At brands including BBC, Sky, **Hotel Chocolat for 10 years from a start up to a £200m business**, 5 years helping grow **Radley London sales by 50%+** & more recently **Manchester United, delivering record kit launches and Black Friday sales** in my first 6 months at the club. Utilising budgets of £3m+ and 40m+ databases towards global acquisition & retention objectives of **£40m+ sales revenue**, driving KPI's, LTV & ROAS / CPA targets. In addition to leading complex change projects through Salesforce / Magento 2 / Shopify eCom platform migrations, plus Amazon FBA. Qualifications include; a CIM **MSc 1st in Marketing Management**, a Prince 2 PM Qualification, an IDM Adv Diploma & a BA Hons in Media. A strategic, analytical, data driven, organised & proactive problem solver with both brand creative story telling & commercial acumen, in addition to a passion for learning & development.

## Experience



Manchester United

Head of eCommerce & Marketing

2022 - Present

- **Summary:** In my first year, now shaping the ecom culture, strategy, creation & delivery of marketing initiatives to drive eCom growth
- **P&L:** Targets of £40m+, 600k orders and annual traffic of 30m, working with a database of 40m+ records, managing budgets.
- **Brand Content:** Planning, conceptualising and organising shoots with players, models, photographers, videographers and design editors.
- **Marketing:** SEO, PPC, Display, Affiliate, Email, CRM, CDPs, Social, Paid Social, App, Analytics, Tags.
- **eCom Trading :** Planning; product launches, promotions, sales, seasonality and club match days & moments .
- **Web Platforms:** Point of contact on platform meetings with System Integrators and ecom platform provider.



Radley London

Senior eCom & Digital Marketing Manager

2017 - 2022

- **P&L:** Forecasting £3m+ budget to +35% sales & traffic to £20m, +200% database growth from 1m to 3m.
- **Web Product Migration Projects:** Magento 2 platform migration for 2022. Initiation, RFP's, SI's, Discovery, Dev Sprints, UAT.
- **Digital Marketing:** SEO, PPC, Display, Affiliate, Infl, Email, CRM, CDPs, Social, Paid Social, App, Direct Mail, Analytics, Tags.
- **eCom Trading:** Magento 1/2 + AEM CMS, CRO, Products, Category, Merch, Content, Promotions, Campaigns.
- **Marketplaces:** Amazon FBA, £2m sales, Set Up, Inventory, Shipments, Products, A+ Listings, Store, Ads, Orders, Returns.



Hotel Chocolat

Digital Marketing & eCom Manager

2007 - 2017

- **P&L:** £2.5m+ budget towards £20m sales & traffic + 40% YoY. Lloyds Online Business of the Year 2016.
- **Projects:** 2017 Salesforce platform migration, ongoing roadmap, prd's, backlog & sprints.
- **eCom Trading:** Salesforce CMS, products, promotions, category merch, content calendar, campaigns, & a/b test.
- **Digital Marketing:** SEO, PPC, Display, Affiliate, Referral, Email, CRM, CDP, Social, Paid Social, Content, DM & Digital-in-Store.
- **Product Owner:** Supported all web dev, including the launch of the new club web platform (with Red Technology) in Jan 20
- **Web Design:** Designing & coding in Adobe Dreamweaver the new St Lucia Hotel website with a booking engine. HTML / CSS.



BBC

Media Assistant - Nottingham Radio & TV

2005 - 2007

- **Summary:** Freelance contracts for 2 years whilst at University. Digital content for BBC Nottingham, East Midlands TV, Football Focus & Sky Sports News HQ in London; including video filming / presenting / editing, radio packages, & online digital content.



Sky Sports News

News & Sports Internship

2004 - 2005

- **Summary:** Freelance contracts for 2 years whilst at University. Digital content for BBC Nottingham, East Midlands TV, Football Focus & Sky Sports News HQ in London; including video filming / presenting / editing, radio packages, & online digital content.

## Education



London Southbank University

MSc Marketing Management - 1st

2013 - 2014



CIM & IDM Qualifications

Potgraduate Diploma in Marketing

2010 - 2012



Nottingham Trent University

BA Hons Media 2:1

2004 - 2007



Long Road VI Form Cambridge

A-Levels x3

2002 - 2004



Comberton College Cambridge

GCSE x9

1999 - 2002



St Faith's School Cambridge

1991 - 1999

## Portfolio



Selected from 500+ career campaigns to date. See more at [@kieranjameswalker](#)

## Skills

1. **Verticals** - eCom, Subscriptions, Tickets, Tours, Stores, Retail, Cafes, Restaurants, Hotels, Events, Fashion, Food & Drink, FI, Music & Gifts.
2. **P&L** - Business casing £4m+ eCom budgets, forecasting £40m+ targets, 600k+ orders, 40m databases, invoices, contracts negotiations.
3. **Web Platform Migration Projects** - Salesforce & Magento 2 DTC re-platforms. Initiation, RFP's, SIs, Discovery, Dev, UAT, Live
4. **Product Owner** - Roadmaps, PRDs, Backlog, Stories, Sprints, Stand Ups, Burn downs. UX, Hosting, PIM, CDN, Payments et al
5. **Online eCom Trading** - Salesforce, Magento 2, Shopify, Woo - Forecasts, Products, Category, Merch, Content, Promotions, CRO
6. **Marketplace Trading** - Amazon FBA - £2m sales, Set Up, Shipments, Inventory Merch, A+ Listings, Store, Ads, Reviews, Reports
7. **Brand Content** - Brand Storytelling, Concepts, Creative, Copy, Photography, Video. Shoots, Positioning, Tone of voice, Style Guides.
8. **Digital Marketing** - Campaigns, SEO, PPC, Affiliate, CRM, Email ESP's, SMS, Social, Paid Social, Display, Feeds, Tagging, Analytics
9. **Offline Marketing** - Direct Mail, Inserts, Store VM & POS, Telemarketing, Experiential, Events & Partnerships.
10. **Influencer Marketing** - Outreach, Fees, Gifting, Events, KPI Reporting. Brand & Corporate PR, Press Releases.
11. **Customer Data Platforms (CRM & CDP)** - Audience profiling & segmentation, 40m+ Database, Life Cycles, RFM, Propensity & LTV. GDPR.
12. **Subscriptions, Loyalty & Community** - 40m databases & 100k active monthly subscribers to Hotel Chocolat's Subscription Club.
13. **Digital In Store** - implementing Digital POS, eRecipes, One Stock iPad Ordering and Sign Up Competitions
14. **Stakeholder Management** - Teams of 10+ & agency contracts. Linking Creative, PR, Buying, Merch, Warehouse, Finance & Board.
15. **Reporting** - Weekly / Monthly / Annual - Board Presentations, Sales, ROI, Acq vs Ret, KPIs, Attribution, LTV. Analytics & BI Tools.
16. **Analytics & Business Intelligence (BI)** - Tableau / Data Studio - data analytics, and visualisation working with data analysts.
17. **Private Web Dev** - Private Wordpress & Shopify developer with a number of private on-going clients. Plus private Amazon FBA.

## Partners & Platforms

Selected key SaaS partners & providers I've myself used below, in addition to a further network of specialist agencies, freelancers & creators. Including copy writers, illustrators, photographers and videographers. Or specialist marketing and dev agencies.

|             |  |                  |  |
|-------------|--|------------------|--|
| SEO         |  | Platforms:       |  |
| Paid Ads:   |  | Developers:      |  |
| Affiliates: |  | Payments:        |  |
| CRM:        |  | Various:         |  |
| CDP:        |  | CRO:             |  |
| Social:     |  | Loyalty:         |  |
| Display:    |  | Projects:        |  |
| Offline:    |  | Cust Serv:       |  |
| PR:         |  | Marketplaces:    |  |
| Analytics:  |  | Creative Agency: |  |
| BI:         |  | Editing:         |  |
| Research:   |  | Microsoft:       |  |

## Hobbies & Interests

My wife & I have a baby daughter & so time for hobbies & interests has been much more limited of late! We live in our home in Hitchin, Herts & are love nights out with friends from home up in Cambridge, or down in London where I work. We love to travel & are always planning our next adventures together or seeing family in the USA. Sport is a big passion for me; football, rugby, golf & skiing. Plus anything tech and digital, building websites and learning new skills in the digital space and emerging trends.

## References

References available upon request from Manchester United Football Club, Radley London & Hotel Chocolat Thankyou, and i look forward to hearing from you.

*Kieran Walker*