

# MATT ROBINSON

SENIOR MARKETER • STRATEGIST • STORYTELLER • WRITER

## ACHIEVEMENTS

### Exceeding Forecasts

Devised and managed the development of a multi-lingual demand generation campaign for an enterprise telco organisation looking to engage a lapsed specialist audience, with results up to 585% above forecasts.

### Financial Client Growth

Inherited a critical account that needed change management to repair performance and client relationships. More than doubled six-figure revenues within 5 months by delivering a multi-channel, multi-lingual global rebrand and lead gen campaign.

### Impactful Storytelling

Led the creative direction for an EU-wide demand generation campaign for a global tech giant to deliver a CTR of 1% (benchmark 0.3) and the number one asset download for two consecutive quarters across all programs and campaigns.

### Strategic Leadership

Led the strategy and directed a 15-strong team to conceive and implement a major rebrand for a global laboratory software company following its M+A of five organisations, within nine months. Inc. a new visual identity, brand positioning and website.

### Boosting Web Engagement

Managed an 8-strong team responsible for delivering a multi-channel rebrand for a US territory-based telco, including the re-development of their consumer and business website, leading to a 4x uplift in customer acquisitions in the first month.

## CLIENT EXPERIENCE

### Global Enterprises

- Microsoft
- Dell Technologies
- Intel
- Verizon

### Mid-Market Businesses

- Clinisys
- iManage
- Global Media and Entertainment
- Teradata
- Acxiom
- Saatchi and Saatchi

### Challenger Brands

- Indigo Television
- Chemist Direct
- Buffalo Technology

## PERSONAL STATEMENT

As Content and Strategy Director at a global B2B marketing agency I apply my commercial-focused leadership to direct, manage and collaborate with our global teams to help solve our clients' marketing challenges with compelling and engaging storytelling.

With a solid working and practical understanding of every aspect of the marketing mix I develop and implement strategies for corporate rebrands, product marketing campaigns and cross-channel content programs that resonate with audiences, generate pipeline growth, and deliver lasting commercial value.

## PROFESSIONAL EXPERIENCE

### METIA LIMITED

Mar 2018 - Present

#### Content Director

Jan 2022 - Present

- Chief client-facing strategist responsible for determining the most effective campaign narratives and strategies for "to customer," "to partner," and "through partner" activations.
- Senior client partner across key enterprise and mid-market digital accounts supporting and guiding the account teams to shape and deliver projects on time and budget to the highest possible standard.
- Active role in supporting agency new business efforts primarily across EMEA and North America.
- Lead architect responsible for devising and writing messaging and positioning for B2B campaigns targeting business and technology decision-makers across a range of vertical industries – health, public sector, telecommunications, education, and professional services.
- Direct a global network of specialist writers and support them with defining document templates, story structures, and clear creative briefs whilst maintaining support throughout the review and production lifecycle.
- Ad and web copywriter across client campaigns, harnessing social media trends and insights from SEO and audience research reports, ensuring resonance with all personas.
- Produce monthly audits and reviews of content strategies to provide recommendations on essential refinements to increase the viability, visibility and resonance of campaigns.
- Work with the video production team to storyboard, edit, and shape compelling customer references, campaign positioning, and documentary-style talking head videos.
- Partner with data scientists to evaluate qualitative and quantitative research to create compelling content that reflects the audience's specific needs.
- Collaborate with designers to ensure the effective translation of campaign narratives and objectives into visual storytelling executions that drive engagement.
- Liaise with the web development team to craft compelling navigational journeys, focusing on the composition of site maps, page templates, and page narratives.

#### Senior Account Director | Education Lead

Jan 2021 - Dec 2021

- Strategic lead across critical accounts, responsible for the conception, direction, and end-to-end delivery of insight-driven, cross-platform integrated marketing campaigns in EMEA, AMER and APAC.
- Managed six-figure campaign budgets with focus on limiting cost of sale and maximising profitability.
- Primary SME for all global education, health and network connectivity campaigns and programs.
- Specialised in developing content strategies and high-value content assets to incentivise lead capture and the communication of clear overarching messages and CTAs.
- Active role in supporting agency new business efforts primarily across EMEA and North America, contributing single largest share of all UK revenue.

## SKILLS AND INDUSTRY KNOWLEDGE

- T-shaped strategic and creative thinker.
- Campaign strategy and creative development
- Content strategy and production
- Account-based marketing
- Paid media strategy and channel activation
- SEO and content optimisation
- Client relationships and team management
- Cloud migration and digital transformation
- Education and digital skills development

## EDUCATION

City University, London  
PG Diploma in Newspaper Journalism – Grade with Merit  
Sep 2008 - Jun 2009

The University of Reading, Berkshire  
BA English - Grade 2:1  
Oct 2005 - Jun 2008

Bedford Modern School, Bedfordshire  
4 A-Levels  
Sep 2003 - Aug 2005

## OUTSIDE THE OFFICE

Cinephile and a frequent visitor to my local multiplex for a mix of Hollywood and indie films.

Lego hobbyist, hiker, and world explorer with over 30 countries visited.

Regular swimmer, runner, and London Marathon finisher in 2018.

Craft beer lover and amateur cook, consistently trying to perfect and find new recipes.

Currently writing a psychological crime thriller.

Writer for an international children's animated TV show airing in over 30 countries worldwide.

## CONTACT DETAILS



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Account Director and Education Lead

Mar 2018 - Dec 2021

- Specialised in developing content strategies and high-value content assets to incentivize lead capture and the communication of clear overarching messages and CTAs
- Conceived, directed and managed the end-to-end delivery of insight-driven, cross-platform integrated B2B marketing campaigns
- Managed projects and directed teams (inc. line) across the UK, US, and APAC company offices.
- Reported directly to the business owner and Vice-Presidents across business units and offices.
- Owned the development of new business proposals in tandem with business SMEs, alongside revenue targets and account pipelines, budgets, and profitability.

Senior Account Manager

Aug 2016 - Mar 2018

- Senior client contact responsible for delivering high-performance marketing programs for international B2B technology businesses using content, social, and digital channels.
- Campaigns included content marketing, e.g., eBooks, White Papers, paid media, ABM, direct mail, social/display advertising, email nurture tracks, web builds, and customer references.
- Coordinated internal and external design, copywriting, development, and video teams. Wrote blogs, emails, social/display content, video scripts, and customer references.
- Specialised in education, health, finance, telco, and enterprise networking solutions

LIMELIGHT (NOW DEFINITION)

Feb 2012 - July 2016

Senior Consultant – Feb 2014 – Jul 2016

- Strategic account lead responsible for the management/delivery of KPIs and junior teams.
- Wrote thought leadership content aligned with clients' new business strategies.
- Oversaw the delivery of the new company website including managing an external agency.

Consultant - Feb 2012 - Feb 2014

- Drove day-to-day account management as the primary contact across B2B PR accounts.

CHAMPION COMMUNICATIONS LTD

Jun 2011 - Dec 2011

Account Executive

- Responsible for achieving high-profile coverage in tech, media, and digital B2B/B2C titles.
- Managed the development and implementation of the new company website.
- Co-ordinated and oversaw the management of client events inc. regular pub quizzes.

MACLAURIN MEDIA

May 2010 - May 2011

Social Media Executive

- Managed multiple client social pages; increasing engagement on all.
- Built company social media profile and managed all updates to the website inc. blogs/SEO.
- Regular press release/comment/blog writing for B2B and B2C TV, technology & health press.
- Facilitated interviews between national press journalists and celebrities at red carpet events, including the annual NTAs, Capital Radio Jingle, and Summertime Ball/s.

## JOURNALISM AND VOLUNTEERING

Journalism and Content Writing Experience (Freelance)

Feb 2008 - May 2010

- The Sunday Times – Regional News Editorial Assistant
- The Independent – Contributing Editor
- Thomson Reuters - Freelance
- Broadcast Magazine / Adfero / Wide World Magazine - Journalist and Editor

National & Regional Press Work Experience

Jul 2008 - Jul 2009

- The Guardian and The Sunday Telegraph
- Reading Evening Post, Bristol
- Evening Post and Cambridge News

Volunteering and Student Media

Sep 2000 - Jun 2010

- Journalist & News Editor - Spark\* (University Newspaper)
- Presenter of the Dan and Matt Show/Head of Development & Training - Junction 11 (University Radio)
- Elected member of RUSU Student Trustee Board (University)
- First ever student (faculty appointed) Editor – The Eagle – (Bedford Modern School)
- UK Scouting – World Scout Jamboree + Wings 2009