



# Gabrielle McLeod

Driving Growth through Partnerships and Affiliate Marketing

Norwich, UK

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## Languages

English (Native)

## About

I am an extremely passionate Affiliate Marketing and Growth Specialist with a diverse industry background and I drive results through taking a Holistic approach to growth and connecting all channels.

Whilst being extremely commercially driven; I can quickly recognise processes that are draining resource, create and execute growth projects, identify new revenue opportunities and manage a vast workload - whilst always focusing on the business KPI's.

I have a vast network of contacts in the Digital and Affiliate marketing space that I have leveraged partnerships with for a number of clients and enjoy creating sustainable processes and partnerships that drive growth.

### BRANDS WORKED WITH

Conectia (Agency)

Magic Little Giants

Morston

Scillonian Retail

Who What Wear (UK)

Zip Water UK Ltd

## Experience

### ● Affiliate Marketing Specialist

Who What Wear (UK) | Aug 2021 - Now

Managing the UK Affiliate channel

- Creating growth and new revenue opportunities
- Managing Editorial and Commercial goals and creating opportunities to promote growth in both verticals and avoid cannibalisation between channels
- Execution and management of Affiliate campaigns
- Working with Luxury and High Street Brands
- Leveraging existing technology to enhance offering
- Forecasting and reporting on Affiliate Channel
- Managing Brand KPI's to create opportunities internally
- Increase conversion and CTR
- Execution of exciting 'moments' to negotiate increased commission or flat fee
- Overseeing monthly performance and analysing data to ensure growth MOM + YOY
- Creating tentpoles to ensure there are always new opportunities for existing and new clients
- Growth projects to increase / create new revenue streams whilst decreasing resource requirements
- Working closely with Affiliate Editor and Editor in Chief to ensure all opportunities are maximised and high performing stories are prioritised for all distribution channels



### ● Affiliate Marketing Specialist

Magic Little Giants | Aug 2021 - Feb 2022

Growth lead and launch of affiliate channel

- Campaign and account management
- Creating new revenue opportunities
- Leveraging publisher commission rates against internal KPI's
- Negotiating exposure opportunities to maximise sales against budget
- Strategy execution to maximise internal GPM against Brand growth
- Forecasting and reporting
- Management of PPC, Affiliate and Email publishers

### ● Affiliate Marketing and Campaign Manager

Conectia (Agency) | Aug 2019 - Aug 2021

Management of Affiliate channel for both Brands and Publishers

- Managing over 60 brands and publishers
- Partnerships management
- Working with the top 20 UK affiliates in all sectors (cashback, voucher,

- discount, links, incentive, blogs etc)
- Implementing new niche partnerships for client campaigns 'out of the box affiliates'
- Planning rates, keyword optimisation, writing copy and general campaign optimisation
- Recruiting new affiliates
- Negotiating CPAs with clients and affiliates
- Working with affiliate networks (Partnerize, TAG, Cake, etc.)
- Amending cashback rates and incentives to beat competitors
- General account management
- Regular performance reviews of all campaigns
- Recruiting clients for Business development managers
- Seeking quick win GP opportunities
- Ensure the accurate tracking of all campaigns, placing and testing pixels are working correctly as per integration with the Conectia tracking platform.
- Use GoogleTagManager, Shopify and other thirdparty platforms to place pixels whilst identifying relevant variables to call correct information through JS, Dom and HTML.
- Ensure performance is in line with KPI's
- Support Head of Partnerships with managing and growing tier 1 corporate clients
- Weekly reporting to clients, including sales data and competitor analysis.
- Support Reporting Officer with sales figures and billable statistics for finance related matters - i.e invoicing.
- Email Marketing
- Brand and Email Growth
- Campaign optimisation using keyword research and initiative.
- Providing marketing ideas to Head of Partnerships to optimise tier 1 client campaigns and source new affiliates, clients and partnerships.
- Utilise competitor analysis to tailor client specific incentive approach through highest performing affiliates.
- Assist Head of Partnerships with adhoc duties, for example; creation of business plans to provide to the group for further growth of the business and creation of further revenue generating ideas.
- Research to assist clients with pixel placement and working with client developers to ensure accurate tracking.
- Setup and review all creatives to ensure they are in line with client requirements using Dreamweaver and other software platforms, and distribute accordingly.
- Tracking reconciliation, keeping track of all clients overrides, payment terms and relevant data.
- Project Lead for new areas of the business
- Commercially focused targets
- Providing new ideas for growth including brand awareness throughout our client campaigns covering multiple industries
- Managing corporate client account which includes daily optimisation, new campaigns and competitor research
- Budget management
- Increasing and decreasing GPM per campaign for optimised results
- Growth of profit through performance
- Comfortable with general marketing formulas including CPA, Override, RevShare, GPM, ROI, etc.
- Experience with API, Server-to-server (S2S), Script and tracking pixel integration



## ● Assistant Digital Marketing Manager

Morston | Jan 2018 - Aug 2019

FTC Front end development and design of a new E-commerce website and end-to-end marketing lead. Responsibilities:

- Design and Development of the Websites with Wix and Wordpress
- Managing launch of new E-comm
- SEO Content
- Social Media and Email Marketing campaigns
- Marketing strategy
- Liaising with partners and suppliers
- Daily use of AdWords, Analytics, Social Media platforms, Animoto, Vimeo and Excel.
- E-commerce design strategy
- Brand management inclusive of graphic design (E.g logo, branding, email etc)

- Full management of e-commerce products and categories
- Back end technical support

## ● **Contracts Manager**

Zip Water Uk Ltd | Sep 2015 - Jan 2018

Working as part of a team to ensure all maintenance contracts are set up and run effectively. Responsibilities:

- Implement and Improve the integration of new CRM System - Sales-force
- Set-up, maintain and update contracts to mirror on both CRM Systems.
- Customer enquiries via telephone and email / cases.
- Provide quotations for customers on varied levels of service available.
- Process purchase orders for the renewal of contracts
- Log breakdowns and service calls for engineers ensuring SLA's are always met.
- Liaise with all departments whilst supporting overflow calls with in Service, Technical and Customer Feedback departments.
- Data entry supporting the up-sell of contracts renewals.
- Daily invoicing of contracts and updating the credit limits of customers at renewal.
- Large commercial contract management
- Supporting field business development managers with corporate accounts
- Office account management of large accounts including both banks and hospitals national contacts

## ● **Digital Marketing Executive**

Scillonian Retail | Oct 2013 - Sep 2015

Up-keep, administration and maintenance of E-commerce website. Responsibilities:

- Adding new products with SEO descriptions on the Wordpress Website.
- Daily social media posts - Facebook, Instagram and Twitter
- Designing leaflets, brochures and magazine articles to promote the website and store.
- General Administrative duties and posting out all orders.
- Liaising with suppliers and other companies for B2B promotions.
- Email marketing lead