



Andre Santos

Marketing Director

Weybridge, UK

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Languages

English (Native)

Portuguese (Native)

French (Basic)

Spanish (Work Proficiency)

About

A commercial marketer focused on outcomes not outputs. I lead my teams to have an incessant drive to continuously deliver against business objectives and understand how the marketing levers at our disposal can do that.

BRANDS WORKED WITH

Freesat

the People'S

Virgin Media O2

Experience



● Director of Sales & Marketing

Freesat | Sep 2018 - Jun 2022

Freesat is a Free to View platform to rival Sky, which overhauled its model to a vertically integrated business. Managed a team of 12 marketers.

Senior Leadership: Member of the Management Team and regularly attended Board meetings.

Marketing Transformation: Overhauled the Marketing function from Brand-only to blend of Brand, Acquisition & Retention; leading to over-achieving on targets in year 1.

Team Leadership: Guided and developed a team of 12 people across Campaigns, PR, Sales, Digital, Editorial and Retention.

Integration planning: Ensured staff retention throughout the Freesat/DUK integration process through rigorous planning of internal comms; ensuring all staff remained motivated throughout.

Commercial Development: Guided the change retailer relationships from Marketing-led to commercial one, ensuring we achieved 6% higher margins than business cased.

Brand Strategy: Developed Freesat's new positioning – away from Free and into Freedom – resulting in 11% change in Top 3 consideration.

D2C Development: Oversaw the creation and delivery of our Direct-to-Consumer proposition, which delivered £230,000 gross margin in its first year.

Customer Experience: Established Freesat's Customer Experience department and principles to deal with an uplift of customer contacts of 230% in the first 3 months.

Retail Marketing: Oversaw Freesat's total retail marketing presence, ensuring clarity and consistency throughout all out touchpoints.

● Marketing Director

the People'S | Mar 2018 - Jul 2018

TPO is a purpose-led MVNO which donated part of its profits to a customer's chosen charity.

Commercial Development: Drove a 6% increase in direct traffic conversion through test & learn.

CRM Strategy: Improved CTRs on CRM by 11% through a revamped strategy for Welcome, Upsell and ongoing customer communications.

Media Strategy: Overhauled media strategy, moving it from digital only to a balanced approach, which delivered 8% uplift in sales through the website.

PR Development: Secured 35 radio interviews and 18 pieces of press coverage in trade and consumer titles.



● Head of Customer Acquisition Campaigns

Virgin Media O2 | Jul 2014 - Dec 2017

O2 is one of the largest mobile operators in the UK. I managed the acquisition activity across the Pay Monthly handset and SIM-only businesses as well as Pay As You Go.

Performance Marketing: Decreased CPAs from £235 to £56 through continuous optimisation of performance channels (SEO, PPC, Social and online display).

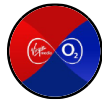
Marketing Effectiveness: Improved media ROI by 8% through remodelling of econometrics to include product halos and different types of campaigns.

Marcomms Strategy: Created a new layer of communication and mes-

saging hierarchy that drove the highest ROI (measured via Econometrics) and a media efficiency of 12%.

Marcomms Planning: Changed activity planning from quarterly to 6-monthly ensuring better planning and appropriate support from the business.

TTL Campaign Delivery & Budget Management: Oversaw the quarterly budget (c.£12-15m) for TTL media, including TV, radio, OOH, social, paid and digital display.



● Direct Marketing Manager

Virgin Media O2 | May 2012 - Jun 2014

Worked across the Pay Monthly Handset and SIM-only parts of the business as well as within the new business areas looking at digital wallets, train, healthcare and payment applications.

Customer Insight: Drove a 6.3% uplift via a change in strategy for SIM-only, driven by end user research.

Media Innovation: Established Twitter as a viable advertising channel as well as creating the business case for DRTV for SIM-only, which is now a critical channel for O2's acquisition activity.

Go To Market Planning: Launched new propositions to market including O2 Health, O2 Wallet and O2 Trains. Other Employment 2001-2012 Various positions held in Technology advertising agencies and as Assistant Brand Manager for Audio/VAIO at Sony Europe. Key highlights include:

Category launch: Launched e-reading category in the UK trebling forecasted sales within the 1st year

Lead Generation: Re-invigorated Alcatel Lucent's event marketing strategy, leading to a 40% improvement in registration rates and a 23% increase in attendance.

Promotional Delivery: Drove Walkman's market share from 7% to 12% via promotions & instore executions.

International campaign: Delivered international campaigns for Freescale, HP and StarAlliance across as many as 23 languages.