



# Andrew Martin

Digital marketing director with 12+ years' experience.

📍 Prague, Czechia

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## Links

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## Languages

English (Native)

Irish (Fluent)

German (Basic)

## About

A results-oriented digital marketing leader with 12+ years of experience driving revenue across marketing channels in e-commerce organisations. Experienced in developing and executing acquisition and engagement marketing strategies within B2B and B2C industries. Adept at building and motivating high performance teams to work collaboratively and deliver on business goals. Comfortable working with and influencing at multiple levels of the organisation, including with C-Suite team members.

### BRANDS WORKED WITH

Amazon UK

Feelunique.com

Getty Images

Google

## Experience



### ● Director of Digital Marketing, EMEA

Getty Images | Dec 2018 - Nov 2022

Defining the strategic vision and execution across all paid marketing platforms for Getty Images in 39 markets throughout the EMEA region. Leading and motivating a team of six geographically distributed marketing managers and specialists as well as external agencies.

Managing a USD\$14million annual marketing budget across paid search, paid social, programmatic and affiliate advertising with a focus on the LTV return of investment.

Regularly presenting to C-Suite team with updates on progress against goals and making pitches for additional investment.

Implementing multivariant tests to understand the incrementality from initiatives and ensure investment is focused on the most efficient areas. Notable achievements:

- Led a global efficiency drive to a 20% YoY improvement in paid digital acquisition costs while maintaining sale volumes.
- Developed an omni-channel strategy that led to a 15% increase in market-level orders at a constant cost-per-order, measured through A/B and geographic split testing.



### ● Product Marketing Manager - Prime Now & Amazon Fresh

Amazon UK | Nov 2015 - Nov 2018

Defining and executing acquisition and retention marketing strategies – including product and feature rollouts – for Prime Now, Amazon's ultra-fast, 1-hour delivery service and Fresh, Amazon's grocery subscription service.

Project Management: Leading the execution of online and offline marketing campaigns and collaborating with cross-functional teams including stock management, operations, finance and vendor management. Website Merchandising: utilising A/B testing to understand customers' website engagement and usage patterns to drive revenue and improve profitability.

Internal Stakeholder Management: building relationships and influencing at multiple levels of the broader Amazon organisation, to advocate for Prime Now and Amazon Fresh as key strategic Amazon businesses, ensuring the programs are kept front-of-mind for strategic business decisions.

Notable achievements:

- Project managed Prime Day 2017 for Prime Now UK, a major one-day deals event. Revenue saw 101% year-on-year increase, compared to Prime Day 2016.
- Implemented a program to create investment opportunities for vendors to grow their brands on Prime Now. This created an additional revenue stream of £13million in 2018.



### ● Search Marketing Manager

Feelunique.com | Jul 2013 - Oct 2015

#### Search Marketing Manager

Managing the single largest source of revenue for an online cosmetics retailer.

Responsible for a budget in excess of £2.5million.

Utilising paid search, paid social and display channels to drive traffic and sales in the UK and international markets, with a focus on return-on-investment and new customer acquisition.

Notable achievements:

- Increased PPC revenue by 20% year-on-year (2013 vs 2014), exceeding the site growth while maintaining ROI within set targets.
- International expansion of PPC activity to cover 50 countries over the course of a year, growing revenue generated outside of the UK from 10% of revenue share to 20%.



#### ● PPC Account Manager

Google | Mar 2010 - Jun 2013

Providing strategic analysis and developing online advertising campaigns designed to meet clients' key objectives across the search and display networks, managing a portfolio worth USD\$50million per annum.

Notable achievements:

- Identified seasonal opportunities for a key UK greeting card client, guiding them to an 85% increase in sales during comparable periods in the prior year.
- Closely worked with a large apparel client to expand their online advertising campaigns which lead them to achieving an increase in online sales of 160% year on year.

## Education & Training

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2008 - 2008

#### ● University College Dublin

Master of Science, Marketing Practice, Marketing

2004 - 2007

#### ● University College Dublin

Bachelor of Commerce, Commerce