

# Gary Evans

Digital & eCommerce Director  
- ex SKY, Vodafone and agency

📍 London, UK

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## Links

 [LinkedIn](#)

## Languages

English (Native)

## About

An accomplished and performance-driven Digital Marketing & eCommerce Director with a proven track record in delivering business growth in some of the UK's most competitive industries. With an in-depth knowledge of using data and audiences in conjunction with digital technologies to drive significant revenue growth

Recognised for building committed, high-performing teams with high levels of engagement.

Key Skills: Sales and marketing, marketing strategy, digital marketing, eCommerce, digital transformation and change management, commercial and budget management, media optimisation, process improvement

### BRANDS WORKED WITH

Andrew Martin International

BT

Sky

Sprinklr

Vodafone

## Experience



### Digital Growth Principal

BT | Jan 2022 -

Key objective is to drive significant growth in digital sales volumes and channel share over the next 4 years for all BT Broadband and EE Mobile products. This to be achieved using 3 key levers:

- Significant overhaul and optimisation of the Digital & Performance Marketing activity
- Redesign and optimisation of the online sales journeys and capabilities
- Use of tactical promotional activity and offers (Trading focus)

### Chief Marketing Officer

Andrew Martin International | Jun 2019 - Jan 2022

Key projects and results:

- Complete redesign of [www.andrewmartin.co.uk](http://www.andrewmartin.co.uk) (industry leader in designer furniture and homeware)
- Restructure of all performance marketing activity
- 68% YoY growth in Digital revenues
- ROAS up by 30%



### Associate Vice President - Paid Social Advertising

Sprinklr | Jan 2017 - Mar 2019

Sprinklr is a social media technology platform that allows advertisers to optimise digital marketing spend across 26 social media platforms. I took 2 years out to work "agency side" running the global client services operation with teams in London, Paris, New York, Dubai and Munich.

Helping clients such as Comcast, McDonalds, Verizon and Citibank develop and implement their paid social marketing and audience strategies with a focus on growing spend and return on investment.

### Director - Online Sales & Marketing

Sky | Jan 2013 - Dec 2016

- Leadership for SKY's online sales and marketing activity (team of 47)
- Ownership of marketing strategy
- Delivery of demanding weekly growth targets for both new customer acquisition and existing customer up sell activity (TV, broadband and TV products e.g. Sports, Movies, Box Sets etc.)
- Optimisation of significant media budgets - largely through the innovation of the latest marketing technologies (DMP & DSP) and adopting a rigorous data-driven approach
- Ownership and strategy for the eCommerce development roadmap
- Optimisation of all online journeys and conversion metrics

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- **Head of Online Sales and Marketing**

Vodafone | Oct 2009 - Dec 2012

- Ownership of the online sales and marketing operation (team of 20)
- Delivery of all sales targets across new and existing customers (acquisition, existing customer upgrades, pay-as-you-go and the launch of Vodafone's free SIM channel)
- Strategy and development of the eCommerce roadmap
- Optimisation of significant digital media budgets
- Optimisation of all online journeys and conversion metrics

- **Digital Marketing Manager**

Vodafone | Dec 2006 - Oct 2009

- Built Vodafone's paid digital advertising from scratch
- Strategy for all digital channels - PPC, Affiliates, Display, Paid Social
- Budget optimisation to strict CPA targets

## **Education & Training**

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1994 - 1994 ● **The Manchester Metropolitan University**

CIM Post Graduate Diploma,

1988 - 1991 ● **The University of South Wales**

Communication and Media Studies,