



Matt Roffe

Head of marketing / Marketing director

Manchester, UK

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Languages

English (Native)

About

A proven marketing leader with 15 years of experience implementing comprehensive strategies that enhance brand visibility & profitability. With a background in in-house & agency environments, I have overseen brand management, campaigns, & digital platforms, while building & leading high-performing teams. Notable brands include Homebase, Berghaus, Norse Airlines, & Royal Canin.

BRANDS WORKED WITH

- Cotswold Outdoor
- The Home Agency
- THG Ingenuity
- Norse Atlantic Airways
- Ribble Cycles
- REN Clean Skincare
- Murad
- Pentland Brands
- Queensmith
- Elemis
- Vita Coco
- Procter & Gamble
- PZ Cussons
- Hexagon AB
- Lotus Car Rental Iceland
- Wizz Air
- Building Materials
- Lyle & Scott
- Bath Spa University

Experience



● **General Manager**
THG Ingenuity | Sep 2021 - May 2022



● **Head of Marketing**
THG Ingenuity | Dec 2020 - Sep 2021



● **Group Digital Marketing Manager**
The Parklane Group | Nov 2019 - Dec 2020



● **Acquisition Experience Manager**
The Home Agency | Nov 2017 - Nov 2019
HOME is a strategic marketing agency that grows brands by helping them gain and maintain attention. Today there are 240 of us spread across Leeds, London, Gibraltar and New York. We're proud to be on the Recommended Agency Register (RAR) and a Google Premier Partner too. We've previously been listed in The Sunday Times Virgin Fast Track 100 as well as the Top 1000 Companies to Inspire Britain. Most recently, we ranked first place in Campaign's Top 30 Regional Agencies.



● **Digital Marketing Manager**
Humberts | Aug 2015 - Nov 2017
Part of Chestertons Global, Humberts is a multi-disciplinary property company covering residential sales and lettings, Land and new homes, leisure and commercial agency. There is a network of 23 offices across England - as low as Truro & as high as York.
- An extremely hands-on role, dealing with everything from video production, website curation, social media, technical SEO to campaign implementation, whilst working with senior management at a strategic level.
- Establishing a digital marketing mix
- Reporting to the Managing Director & Operations board - contributing board reports.
- Forecasting & Managing the digital budget
- Selection & management of agencies: paid search, web development & IT services.
- In-house management & implementation of SEO projects - a particular focus on local SEO.
- Optimising and developing the website - pitching the ideas and then project managing for online review platform and a live chat solution.

- Developing the CRM system - focusing on staff training, data quality & attribution measurement.
- Presentations & training on digital marketing
- Internal communication has been a huge part of the role and something I've had to excel in to successfully complete projects. This is generally been down to digital understanding within the business.



● Digital Marketing Manager

Cotswold Outdoor | Jun 2013 - Aug 2015



● Digital Marketing Executive

Archant | May 2012 - Jun 2013

Archant is the largest publisher of regional and local lifestyle magazines and associated digital media in the UK. The role involved the brand ownership of Photography Monthly, Professional Photographer & Turning Pro, developing and executing direct marketing campaigns. Secondly, working with the Digital Marketing Manager to service and develop the division's e-commerce websites subscriptionsave.co.uk and buyamag.co.uk.

- Developing acquisition and retention strategy with Direct Marketing Manager
- Developing CRM programme for subscriber communications
- Ideation of creative for new subscription campaigns
- Social Media Management - keeping an eye on the 80 brand accounts across the division as well as the e-commerce site profiles. Providing training & advice to magazine editorial teams.
- Building group & supplier partnerships for gift promotions
- Data analysis & reporting to key stakeholders
- Online customer service for Buyamag and SubscriptionSave
- Owning the responsibility for the affiliate marketing for the lifestyle division

● Digital Coordinator

Moose Marketing & Pr | Jul 2010 - May 2012

"Moose Marketing & PR is a full service marketing and PR agency based in Gloucester. Our belief is simple - to create customer value for your business. As well as getting the job done to your satisfaction or beyond, building effective, long standing relationships with our clients has been a major contributor to our success"

- Assisting the Managing Director with the development & management of key regional, national & international B2B accounts: acting as the company digital & social coordinator.
- Copywriting & briefing creative for client online & print collateral as well as proposals & presentations for client acquisition.
- Representing the company at regional networking events & trade shows.
- Assisting the creation & distribution of the agencies free B2B magazine 'Punchline'. Managing the curation of the magazine's website & twice weekly newsletter.

● Marketing Coordinator

Little Eskimo Promotions | Sep 2009 - Jul 2010

Little Eskimo was a social enterprise whose aim was to showcase and inspire young talented musicians in the Bath area. As a university business project within a group of four, my role was to organise the marketing and communications for the company.

- Website creation & management
- Social Media Management
- Producing marketing creative
- Outreach to local press and radio



● Head of digital marketing

Ribble Cycles | Jul 2022 - Dec 2022



● Event Coordinator

Bath Spa University | Sep 2007 - Jul 2010

