



Alys Mathew

Marketing Director

📍 London, UK

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Languages

English (Fluent)

About

Highly commercial & strategic marketing professional with a proven track record of devising strategies & initiatives that grow orders, customer acquisition & increase engagement. Success in developing brands, directing content creation, executing digital marketing campaigns whilst leading, scaling & developing teams.

An expert in life cycle management, data analytics & improving customer experience which, along with a naturally inquisitive nature, results in identifying gaps & new opportunities. Experienced in managing budgets, tracking ROI & negotiating strategic partnerships. Exceptional communication skills, bringing strong leadership, energy, passion, self-motivation & the power to multi-task.

BRANDS WORKED WITH

Amplify Life

Betfair

Hasbro

Hutchinson 3g

Interactive Investor

Just Eat Takeaway.com NV

Sportsworld Media Group

The Jim Henson Company

Vivino

Experience



● Head of Campaign Planning

Vivino | Jan 2023 - Dec 2023

- Creation & implementation of a global discounting strategy which has delivered <200% improvement in incremental profit in first 3mths across in Europe and APAC.
- Built out local marketing campaign strategy which is set to deliver over \$180m revenue & \$21m gross profit across c.1.1m orders. Black Friday campaign delivered a 2.1 multiplier & in-excess \$200k incremental profit over a 5-day period.
- Worked cross functionally (Op, CX, Content, CRM) to build toolkits, copy and content guidelines, streamline communication processes & centralised CRM best practice with workshops to ensure team effectiveness.
- Leadership of an international team; up skilling, tracking performance & setting of personal development skills plans through a turnaround year



● MARKETING DIRECTOR

Amplify Life | Oct 2021 - Jul 2022

- Constructed Brand, mission and Marketing strategy and measurements framework for new app delivered for launch in record time – in under 3months from joining the business.
- Identified & crystallised routes to market, brand positioning, tone of voice & creative B2B2C marketing program for launch Jan 22.
- Grew social following & engagement by 150% through implementing a new content strategy.
- Improved 7 day active by 28% through creation of customer research programme.
- Set foundations & strategy for key channels including Social, CRM, content, partnerships, app store and community of influencers and Amplify Stars (Olympic gold medallists to celebrity PTs).
- Successfully project managed & launched an additional brand to disrupt the fitness market; included creation of new brand name, brand proposition, social management, promotional, launch & content plans across digital channels which resulted +45% new sign ups YoY.



● HEAD OF MARKETING - RESTAURANTS

Just Eat Takeaway.com NV | Aug 2016 - Oct 2021

- Improved the partner sign up process that supported restaurant growth from 28k to 55k
- Developed restaurant & content strategy that increased engagement by an average of 12% YoY

- Devised audience segmentation framework & updated contact policy that improved NPS score by 13pts
- Directed new loyalty offering that saved restaurants an average £195/year driving awareness & uptake through email, direct mail, SMS, printed & digital magazine.
- Owned partner marketing forecasting, budget & performance KPIs, measures and reporting – reviewing impact and ROI. Developed, scaled, and built out existing team in place to next level.
- The Cabinet Office highlighted our comms as industry 'best in class' as the result of my work in leading a cross-functional team the UK scenario planning & comms approach to restaurants, couriers, and consumers during COVID-19.



● HEAD OF MARKETING

Interactive Investor | Jun 2014 - Apr 2016

Developed strategy, oversaw planning, measured performance & controlled budgets across direct, PPC, display, affiliate and SEO channels that increased 1 year RPA from £130 to £195 YoY.

- Analysis of market research & customer behaviours, translating data analysis into actionable brand, direct response, & retention campaign plans.
- Reduced CPA by 10% & doubled new clients YoY through directing a pitch & selection of new paid media agency.
- Improved funnel CVR by 40% by extensive multi variant testing (MVT) programme.
- Delivered a refreshed user experience across all platforms, including responsive site, apps, welcome programme, & lifecycle management. Welcome programme delivered significant results within 30 days; +5% in fund & +9% in trading customers.

● CONSULTANCY

| Mar 2014 - Jun 2014

Notonthehighstreet - Analysed & critiqued their affiliate programme, negotiated new structured terms, & oversaw implementation with network. Trained in-house resource.

Alma Cuba Coffee - Compiled report on the existing activities and advised on growth marketing and retail opportunities. Designed job description & advised on recruitment specialists.



● Head of Global Online Acquisition

Betfair | Feb 2011 - Dec 2013

Head of Global Online Acquisition: Feb 13 – Dec 13

Senior Marketing Manager International: Feb 11 – Feb 13

- Generated the global digital customer acquisition strategy across affiliates, display, SEO, social, PPC, email & the loyalty scheme for global sports that grew volume +43% in H1 YOY & increased the Revenue per Active; UK RPA by +41% & International +57%.
- Recruited & established a centre of excellence team spanning paid online media, search, social and mobile.
- Conceived, prepared, & delivered Cheltenham Festival 2013 digital campaign that reduced CPA by 40% & over delivered +35% on budget (+115% YoY)
- Grew incremental customers 40% by launching UK Sportsbook Feb'13 which included compiling technical requirements, overseeing the phased digital acquisition roll-out, devising the promotional & GTM strategy & creating the budget P&L. Subsequently this rolled out to additional markets.

● HEAD OF CUSTOMER PROPOSITIONS

Hutchinson 3g | Dec 2007 - Jan 2011

Head of Customer Propositions, Mobile Broadband: Reporting in to Director of Mobile Broadband: Sept 10 – Jan 11

- Leadership of the retention strategy for contract and pay as you go customers. Ensuring the right pricing, propositions, customer contact strategy through insight and detailed understanding of customer behaviour to address key drivers of customer dissatisfaction
- Developed reporting to identify early churn indicators and built CRM

programme to proactively engage with customers, improving customer lifetime by 30% within the first 30 days

Marketing Manager – Pay as you Go: Reporting in to Head of Contract & Pay As You Go: Dec 07 – Aug 10

- Responsibility for driving new acquisition, focused on writing strategic plans, financial analysis of performance and launch/lifecycle management of propositions.
- Identification of gaps in handset range, working with handset team to deliver channel specific range to drive profitable expansion incorporating selection, product development, forecasting, launch plans and negotiation of vendor funding
- Wrote strategic plan, identifying key growth areas to increase sales volume from 56,000 to 100,000 by year end 2010
- Identified target market and analysed financial implications of launching new Pay as you Go telecoms proposition (Flat 12) resulting in excess of 150% sales volume within 12 months



● EUROPEAN BRAND MANAGER

Hasbro | Sep 2003 - Nov 2007

- Management of DVD game strategy, product development and marketing plans (including TV and radio ad production) across Europe
- Created a financial model to review return on investment. Influenced senior management to invest £10.25m development budget to launch new category into existing gaming sector resulting in £65m net sales across Europe within 2yr period



● Licensing co-ordinator

The Jim Henson Company | Feb 2003 - Aug 2003

Management of all licensees. Creation of all marketing materials and market analysis

● PA to Commercial & Sponsorship Directors

Sportsworld Media Group | Jan 2001 - Sep 2001

Research on companies targeted for sponsorship and development of marketing materials

Education & Training

2005 - 2006

● Institute of Marketing

Diploma, CIM Marketing Diploma

1997 - 2000

● Newcastle University

Animal Science, Bachelor of Science

1994 - 1996

● The School of S.Helen and S.Katherine

A-Level, A-Levels

1989 - 1994

● Westonbirt School

GCSE, GCSE