



Mike Tang

Ecommerce and Digital Marketing Manager

Kingston upon Thames, UK

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Languages

English

About

Senior Ecommerce and Digital Marketing Leader A commercially-minded and pragmatic ecommerce and digital marketing professional with extensive traditional, direct and digital marketing experience across various industries. Mike is equally adept at working with data and systems as he is with creative concepts, having previously worked in database marketing, creative agencies and client-side companies.

BRANDS WORKED WITH

- Axiom UK
- BT
- Carphone Warehouse
- ExchangeandMart.co.uk
- GUTHY-RENKER EUROPE
- Haymarket Exhibitions
- Orange Welcome
- Payne Stracey
- Retail Marketing Partnership
- Targus EMEA
- TBWAVGGT Direct
- The Proactiv Company
- Worldwide Travel

Experience

● Ecommerce Manager, EMEA

Targus EMEA | Oct 2018 - Now

- Full responsibility for the Targus-branded websites in the EMEA region including their commercial performance
- Launched new websites for the UK, Germany, France and Spain migrating to the Shopify Plus platform
- Led a cross-functional global project team, adapting legacy processes to fulfil direct-to-consumer orders from the Targus-branded websites for the first time in the company's history in the region
- Responsible for all website maintenance, customer support, online merchandising, promotions and digital marketing activity (SEO, paid search, affiliates and email) to drive traffic to the websites and maximise conversions
- Grew the UK website revenue from zero to over £165k in the first year of operation, and achieved consistent double-digit annual percentage growth thereafter across all sites
- Launched the Germany, France and Spain sites with ecommerce fulfilment completely remotely whilst in lockdown
- Initiated and implemented a successful online lead generation function to assist the B2B sales team

● Senior Digital Marketing Manager

The Proactiv Company | May 2016 - Sep 2018

- Following the acquisition of Proactiv (the no.1 acne brand in the USA) by Nestlé Skin Health, activity focused on targeting further growth of the Proactiv brand in the UK predominantly and across Europe
- Planning, overseeing and leading all digital marketing activities, with full budgetary responsibility
- Maximising online traffic from TV advertising by ensuring high search visibility for branded terms
- Building traffic and sales independently of TV activity from purely digital channels, including natural and paid search, display, social media, video advertising, affiliates and online customer referral
- Working with various online tools to set-up, test, monitor and analyse activity, including Magento, Optimizely, Google Analytics, Google Tag Manager and Google AdWords
- Launched a successful affiliate programme and an online customer referral scheme from pitch and negotiation through to technical integration and ongoing optimisation
- Achieved impressive year-on-year sales growth within the cost-per-order targets from the digital channels not driven by TV advertising:
 - Display prospecting by 446%
 - Non-brand paid search by 24%
 - Non-brand shopping by 227%
- Role changed to Head of Customer Marketing in the last 5 months as maternity cover

● Digital Marketing Manager

GUTHY-RENKER EUROPE | Dec 2013 - May 2016

- Prior to the acquisition of the Proactiv brand by Nestlé Skin Health, the UK office was operating as Guthy-Renker
- Similar digital marketing responsibilities to his role at The Proactiv Company, but spread across the company's multiple brands (including Proactiv, Sheer Cover mineral makeup and Wen Hair Care) as well as third party partner brands like Perricone MD's Cold Plasma Sub-D
- Predominantly covering the UK, but also paid search for Ireland, Germany, Austria and Switzerland
- Successfully managed the full transition of all digital activity from incumbent agencies to a single agency, and quickly resolved all the teething issues to set expectations of the level of rigour required
- Increased sales from paid digital channels by 15% for all brands, keeping within the cost-per-order targets

● Digital Marketing & Communications Manager

ExchangeandMart.co.uk | Feb 2008 - Nov 2013

- Responsibility for driving traffic to the website and mobile app as well as responsibility for revenue generated from consumers, instigating website and app developments and marketing campaigns to meet these objectives
- Full responsibility (as the sole marketing professional in the organisation) for planning and implementing all marketing activity including search marketing (SEO and PPC), PR, social media marketing, affiliates, press advertising and email marketing with full budgetary responsibility
- Analysing and monitoring website and app traffic using Omniture Site-Catalyst and comScore
- Providing trade marketing support to the sales functions
- Consistently achieved double-digit year-on-year growth in audience, returned consumer revenue to year-on-year growth following the closure of the magazine, and introduced new consumer services which grew from zero to 16% of total consumer revenue



● Direct Marketing Manager

Carphone Warehouse | Apr 2007 - Jan 2008

● Manager

BT | Jul 2006 - Apr 2007

● Direct Marketing Manager

Haymarket Exhibitions | Mar 2005 - May 2006

● Direct Marketing Manager

BT | Apr 2003 - Mar 2005

● Account Supervisor

TBWA\GGT Direct | Aug 2002 - Mar 2003

● Worldwide Travel | Apr 2002 - Jul 2002

● Communications Manager, Customer Marketing

Orange Welcome | Jan 1999 - Mar 2002

● Senior Account Manager

Retail Marketing Partnership | Dec 1995 - Dec 1998

● Junior Account Manager, BT

Payne Stracey | May 1993 - Nov 1995

- **Account Executive**

Acxiom UK | Feb 1990 - Apr 1993

Education & Training

1987 - 1989

- **Kingston University**

BTEC Higher National Diploma in Business & Finance,

1985 - 1987

- **Kingston College**

BTEC National Diploma in Business & Finance,