



# Matthew John

Growth Marketing Consultant

## Contact Information

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## Skills

- SEO (Technical, On-Page, Off-Page)
- Google Ads & Paid Search
- CRM & Email Marketing Automation
- Data & Performance Analytics (GA4, Tag Manager)
- Growth Marketing & Lead Acquisition

Experienced Digital Marketing Strategist & Growth Consultant with over 15 years of expertise in developing high-performing marketing teams, executing multi-channel marketing campaigns, and aligning sales & marketing strategies with business objectives. Proven track record in building in-house marketing teams, developing lead generation frameworks, and implementing SEO, PPC, social media, and CRM automation strategies to drive business growth.

Strong ability to bridge the gap between marketing and sales teams, ensuring that marketing campaigns function as fully integrated sales enablers. By establishing structured feedback loops, weekly sales alignment sessions, and campaign adaptation based on real-time sales insights, consistently improving marketing effectiveness and business outcomes.

Seeking a role to leverage expertise in marketing strategy, sales enablement, and performance-driven digital marketing to deliver measurable business growth.

## Work history

2023-02 -  
Current

### Founder | Digital Marketing Consultant

*Nexus Digital Network Ltd, Southend on Sea, Essex*

- Founded Nexus Digital Network, a consultancy specialising in lead generation, marketing automation, and digital transformation.
- Built and managed end-to-end sales funnels, including email automation, retargeting strategies, and lead nurturing workflows.
- Developed and executed multi-channel marketing campaigns, incorporating SEO, PPC, social media, and CRM integration.
- Consulted with Sales Directors & teams, ensuring marketing efforts were aligned with sales goals, objection handling, and real-time feedback.
- Managed website development, landing page design, and conversion optimisation for multiple client projects.
- Designed retargeting strategies and email automation workflows to maximise conversion opportunities.

2010-01 -  
Current

### Digital Marketing Director | Growth Consultant

Various Digital Agencies & Consultancy Projects, London, Essex (Remote)

- Led digital transformation strategies across various industries, ensuring businesses scaled effectively
- Managed multi-channel marketing campaigns, ensuring PPC, SEO, social, and email strategies aligned with business objectives
- Worked closely with sales teams, ensuring that marketing efforts directly supported lead generation, qualification, and conversions
- Integrated CRM & marketing automation tools, improving lead nurturing and follow-up efficiency
- Spearheaded growth hacking & performance marketing initiatives, ensuring businesses maximised digital opportunities

2022-09 - 2025-01

Digital Marketing Director

Visual Indie Media, Malaysia (Remote)

- Developed growth strategies for indie game developers and digital content creators.
- Managed digital PR and influencer outreach campaigns to increase brand awareness.
- Created and executed paid media campaigns on Google Ads and social platforms for game launches.
- Provided consultancy on user acquisition, engagement strategies, and monetisation models.
- Developed AI-driven lead generation systems tailored for B2B and B2C clients, using predictive analytics to refine audience targeting.
- Implemented automated CRM workflows, improving lead nurturing and reducing manual sales workload.
- Designed tracking and performance monitoring dashboards, ensuring real-time insights on campaign efficiency.

2013-03 - 2022-08

Digital Marketing & Growth Consultant

G D & Sons, Leigh-on-Sea, United Kingdom

- Led the digital transformation of a retail business into a fully operational e-commerce store.
- Managed SEO campaigns, ensuring optimal search visibility and customer acquisition.

- Developed retargeting strategies and automated email workflows, improving repeat purchases and customer retention.

2018-02 -  
2020-01

### **Digital Marketing & Growth Consultant**

*Real Estate Worldwide, Southend-on-Sea, United Kingdom*

- Built an in-house digital marketing team, removing reliance on external agencies
- Developed and implemented SEO and PPC strategies, optimising website visibility and lead acquisition
- Designed Google Ads and Meta Ads campaigns, ensuring high engagement and lead conversion
- Organised weekly sales-marketing alignment meetings, ensuring continuous improvement based on sales team insights
- B2B & B2C Lead Generation, CRM Integration

2010-06 -  
2019-12

### **Digital Marketing & Growth Consultant**

*Ecosense Ltd, Basildon, United Kingdom*

- Managed email marketing campaigns, ensuring structured outreach and audience engagement
- Led the design, development, and launch of the company's website, ensuring optimal functionality
- Provided consultancy services on digital marketing strategy and technical improvements
- Handled website updates and content modifications, keeping the platform current
- Developed custom PDF forms, tailored for the business's specific needs
- Smart Technology

2016-08 -  
2018-02

### **Digital Marketing & Growth Consultant**

*MHD & MHD Pro, Southend-on-Sea, United Kingdom*

- Led a team of developers & marketers, overseeing marketing automation & CRM workflows
- Designed and implemented email marketing and retargeting strategies, improving engagement and retention
- Managed SEO-driven content strategies and paid media campaigns to enhance audience growth

2010-04 -  
2017-10

- Education & Subscription-Based Business

## Digital Marketing & Growth Consultant

*Wishbone Publishing Ltd T/A Eyeball Gallery,  
Chelmsford, United Kingdom*

- Designed and developed a custom CMS with CRM integration, improving lead tracking and client management
- Built and managed SEO and social media engagement campaigns, improving online brand visibility
- Oversaw website performance, CRO testing, and content strategy implementation
- Creative & Arts Industry

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## Education

1997-09 -  
2002-05

## High School GCSEs: ICT - A, Business Studies - B, English - C, Mathematics - C, Science (Higher, Double) - D, D

*Cornelius Vermuyden School - Canvey Island, United Kingdom*

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## Key highlights

- Built and led multiple in-house digital marketing teams, ensuring all functions aligned with business objectives.
- Developed and executed multi-channel marketing campaigns (SEO, PPC, Social, Email, Content, Automation).
- Designed marketing strategies aligned with sales teams, maximising lead quality and improving conversions.
- Hands-on experience with Google Ads, Meta (Facebook & Instagram) Ads, LinkedIn PPC, and CRM automation.
- Delivered lead generation strategies that supported both B2B & B2C industries across various sectors.
- Worked across startups, SMEs, and large-scale enterprises, implementing digital transformation strategies.

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## Core Competencies & Key Skills

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### Digital Marketing Strategy & Planning

- **End-to-End Campaign Planning & Execution** – Developed structured multi-channel marketing plans tailored to business objectives.
- **Sales & Marketing Alignment** – Worked closely with Sales Directors & teams to ensure campaigns align with sales objectives, customer pain points, and real-time feedback loops.
- **Growth Marketing & Lead Acquisition** – Designed and executed data-driven strategies to attract, convert, and retain customers.
- **Budgeting & ROI Optimisation** – Managed marketing budgets, ensuring spend allocation aligns with business KPIs.

### Lead Generation & Conversion Optimisation

- **B2B & B2C Lead Generation** – Developed high-performing inbound & outbound lead generation funnels.
- **Landing Page Optimisation (CRO)** – Created and A/B tested high-converting landing pages to maximise lead capture.
- **Marketing Funnel Development** – Designed and implemented multi-step marketing funnels with automated email/SMS follow-ups.
- **Sales Enablement & Nurturing** – Integrated marketing with sales CRM tools, ensuring qualified leads are effectively nurtured.
- **Affiliate & Referral Marketing** – Set up strategic partnerships and referral programmes to boost conversions.

### Paid Advertising (PPC) & Performance Marketing

- **Google Ads & PPC Strategy** – Managed and optimised Google Ads campaigns for lead generation & eCommerce.
- **Meta Ads (Facebook/Instagram)** – Created targeted ad campaigns, retargeting and audience segmentation for performance-driven results.
- **LinkedIn & TikTok Ads** – Specialised in running

lead gen & brand awareness campaigns across emerging platforms.

- **A/B Split Testing** – Continuously tested and optimised ad creatives, targeting, and bidding strategies.
- **Retargeting & Lookalike Audiences** – Built dynamic remarketing campaigns to re-engage website visitors and increase conversions.

### **SEO & Organic Growth**

- **Technical SEO Audits** – Conducted deep website audits to enhance search engine rankings and fix structural issues.
- **On-Page & Off-Page SEO** – Optimised content, meta-tags, backlinks, and internal linking to increase organic traffic.
- **Content & Keyword Strategy** – Built content strategies driven by in-depth keyword research and search trends.
- **Local SEO & Google My Business** – Managed location-based SEO strategies to improve visibility in local searches.

### **Content Marketing & Branding**

- **Content Strategy & Editorial Planning** – Developed high-value content calendars that align with business goals and SEO strategy.
- **Blog & Thought Leadership Content** – Created compelling long-form content that positions businesses as industry leaders.
- **Email & Marketing Automation** – Designed automated email sequences for lead nurturing, upselling, and customer retention.
- **Video & Multimedia Content** – Managed the production of video marketing assets, webinars, and social media creatives.

### **Social Media & Community Engagement**

- **Social Media Growth & Management** – Scaled organic and paid social strategies to engage audiences and drive leads.
- **Influencer & Brand Partnerships** – Established collaborations with influencers and partners to expand brand reach.
- **User-Generated Content & Viral Campaigns** –

Designed campaigns leveraging user-generated content to enhance credibility and conversions.

- **Community Building & Engagement** – Managed social communities, driving brand engagement and loyalty.

#### Data Analytics & Marketing Technology

- **Google Analytics & Tag Manager** – Implemented advanced tracking to measure campaign performance and user behaviour.
- **CRM & Automation (HubSpot, Zoho, Custom CRM)** – Integrated CRM automation for lead scoring, follow-ups, and sales alignment.
- **Attribution & ROI Tracking** – Developed multi-touch attribution models to measure campaign effectiveness.

#### Project & Team Management

- **Built & Led Digital Teams** – Hired, trained, and managed digital marketing teams across multiple industries.
- **Agile & Sprint Planning** – Ran projects using Agile methodologies to ensure fast execution and iteration.
- **Stakeholder & Client Management** – Acted as a strategic consultant to clients and internal leadership teams.
- **Cross-Department Collaboration** – Worked closely with sales, product, and engineering teams to drive business growth.

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## Additional Achievements & Specialities

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- Built and scaled **multiple digital marketing teams** for startups, SMEs, and enterprise clients.
- Developed and implemented **lead generation models, automation workflows, and paid media strategies**.
- Managed **SEO, content, and PPC campaigns**, improving brand visibility across various industries.
- Specialised in **CRM integration, sales-marketing alignment, and conversion-focused digital strategies**.

# Professional Development

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While I do not hold formal certifications, my **15+ years of hands-on experience in digital marketing, lead generation, and sales alignment** have given me extensive expertise in key areas of digital strategy and performance marketing.

## Self-Taught Expertise & Industry Learning

- **Developed AI-driven audience segmentation & lead scoring systems** (last two years only).
- **Implemented CRM automation workflows & retargeting strategies** to streamline marketing & sales operations.
- **Designed and executed PPC & SEO strategies** that supported high-growth businesses across various industries.
- **Worked closely with sales teams**, developing structured marketing-sales feedback loops to maximise efficiency.

## SEO & Paid Advertising (Hands-On Expertise)

- **Google Ads, Meta Ads (Facebook & Instagram), LinkedIn Ads, TikTok Ads** - Managed high-budget ad campaigns across multiple platforms.
- **SEO Strategy & Technical Optimisation** – Developed keyword research, link-building, and on-page SEO strategies.
- **Google Analytics & Tag Manager** – Set up advanced tracking, performance analysis, and campaign attribution.

## Business & Leadership Development

- Built **digital marketing teams from the ground up**, providing training & leadership.
- Developed **custom workflows, reporting structures, and automation systems** to improve efficiency.
- Managed **multi-industry marketing projects**, ensuring growth-focused strategies were executed effectively.

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## Tools & Technologies Expertise

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- ✓ **PPC & Paid Media** – Google Ads, Meta Ads (Facebook/Instagram), LinkedIn Ads, TikTok Ads, Retargeting & Lookalike Audiences
- ✓ **SEO & Analytics** – Google Analytics, Google Search Console, SEMrush, Ahrefs, Screaming Frog
- ✓ **Marketing Automation & CRM** – HubSpot, Zoho CRM, Custom CRM Workflows, Email & Chatbot Automation
- ✓ **Sales & Lead Generation** – LinkedIn Sales Navigator, Cold Outreach Strategies, Landing Page CRO
- ✓ **Project Management & Collaboration** – Asana, Trello, Slack, Monday.com, Notion
- ✓ **Website & Funnel Development** – WordPress, Joomla, Shopify, HTML/CSS, Funnel Optimisation

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## Personal Interests & Hobbies

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- **Cooking** – Passionate about experimenting with new recipes and creating custom cakes, desserts and other dishes.
- **Tech & Digital Innovation** – Constantly researching **new advancements in marketing automation & predictive analytics**.
- **Music & Travel** – Enjoys exploring new places and cultures, finding inspiration through global experiences.