

Oliver Gwynne

HANDS-ON MARKETING

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PERSONAL SUMMARY

Quick to adapt, eager to learn and a swiss-army-knife of skills. I'm all about finding practical and repeatable ways to reach more customers and make more sales. I work with B2B businesses looking to transform and grow.

My philosophy is:

TAKE NOTHING FOR GRANTED

I approach projects with an unbiased viewpoint. I'm not naïve enough to think I'll master your industry in weeks. I'm about doing the simple things well and building. I test and tweak before expanding and work from real data not hearsay.

RESULTS FOCUSED

Marketing has to have a direct impact on sales. Marketing needs to support sales with great material, greater market awareness and of course qualified leads.

BE SUSTAINABLE

I focus on creating sales funnels and systems, which can reach and convert your targets in a consistent and repeatable way. Over time I will build the processes and systems that become more intelligent, more effective and more cost effective.



MARKETING CAMPAIGNS

I plan, create and manage complete marketing campaigns. By combining your industry knowledge with my experience I create a pipeline of targets, feed them with relevant and useful content and qualify them to sales. Consistency of tone and message across multiple formats is achievable thanks to my skillset.

Management of 3rd parties

Tying into sales

Working with multiple departments

Effective measurement



COPYWRITING

Empathy is the core to any good writing. Time is precious and the internet is cluttered and so writing something which is genuinely useful is the key to getting noticed. I try to write interesting and engaging content whether that be for websites, whitepapers, blogs or press releases.

SEO copywriting
PR Articles

Sales Material
Brochures

Blog Material
Adverts



VIDEO PRODUCTION

The most important aspect with any video is the messaging. Get that right and everything else falls into place. An Apple Certified Editor I am able to write, shoot and edit videos to a high standard. I am also able to animate in 2D, CGI or a mix of the two!

Scripting
2D animation

CGI animation
Apple Certified Editor

Adobe After Effects
Maya /Blender



WEB & GRAPHIC DESIGN

I have created corporate materials including; brands, brochures, flyers, social media assets, websites and apps. Trends come and go but I try to create bold and functional design that will catch your customer's attention and guide them where you need to go.

Working HTML knowledge
Wordpress Websites

Adobe suite
Canva

Work Experience

PROSERVARTNER

BROUGHT IN 471
INBOUND LEADS

CREATED ENTIRE
MARKETING SUITE

300% RISE IN WEB
VISITORS IN 9 MONTHS

19-NOW

GLOBAL MARKETING
MANAGER

FULL MARKETING MIX

EVENTS MANAGEMENT

BUSINESS DEVELOPMENT

Proservartner are an international consulting firm who wanted to grow rapidly in the automation space. Working from nothing, I have developed a complete new marketing suite with several different verticals, industries and product types. This included a new website, whitepapers, flyers and videos. Alongside this I also oversee the management and get attendees for 30+ events both online and physical as well as exhibition shows. As a standalone marketing function I have quickly turned these assets and events into measurable results with over 471 marketing leads created, and a high number converted to qualified lead and beyond. Our database has grown a few hundreds, to tens of thousands. Our website views have tripled. Where inbound leads were in the tens per year, we now have a few every day. I have also gained certifications in automation business analyst and bot developer with Automation Anywhere.

COLOSTOMY UK

20% RISE
IN DONATIONS

BROUGHT IN £36K
FROM COMMERCIAL

130% RISE IN WEB
VISITORS IN 6 MONTHS

18-19

DIGITAL MARKETING
MANAGER

SOCIAL MEDIA
SEO

GRAPHIC DESIGN
VIDEO PRODUCTION

BUSINESS DEVELOPMENT

This standalone marketing role involved the oversight on marketing materials, social media, website performance and commercial opportunities. On a day to day basis this involved planning, writing and designing social media assets, designing both printed and online media, maintenance and improvement of the website and seeking out and dealing with third party companies on commercial opportunities with the charity. One of the first things I did in post was a full SEO review of the website, which has seen a rise of 130% in visitors in 6 months. Also had a rise of 17.5% facebook followers, 21.6% twitter followers, 51% instagram followers and 71% rise in members to our facebook support group. The charity saw an increase of over £100k of donations and I personally brought in £36k from commercial. Unfortunately I didn't feel that the charity were making the most of my talents and wanted a bigger challenge.

MANUFACTURING GROUP

47% RISE IN
PROFIT

£450K ENQUIRIES
FOR NEW SERVICE

FEATURED IN
INTERNATIONAL PRESS

16-18

HEAD OF MARKETING

FULL MARKETING MIX

PR

BUSINESS DEVELOPMENT
CSR ACTIVITY

I headed up the marketing and sales activity for a group of manufacturers in West Yorkshire including Bronte Precision, Silchrome Plating, B&B Precision and Bossman Racing. I left this role to follow my partner down to Reading.

Bronte Precision: Bronte had a number of core customers it served but little outside this. My aim was to attract new business. Over 2 years I brought in a range of new customers with turnover increasing 47%. The business has been able invest in new machinery and grew by 6 people. I had a very positive response from PR, and was quoted in the Wall Street Journal and the Financial Times.

B&B Precision: Brought in to promote a new offering HVOF coatings, managed to get B&B to the first page of google for HVOF coatings. B&B were able to generate over £450,000 of enquiries within 8 months, with people regularly citing blogs and emails as a reason for their enquiry.

Silchrome Plating: I oversaw and refreshed website content as well producing weekly blogs and assisting with the uploading and classification of quotations.

Bossman Racing: I helped launch this brand and produced social media and marketing materials as well as some basic plans on target customers.

MAKE MY MEDIA

BUILT UP FROM
NOTHING

NUMEROUS
PROJECTS

SUCCESSFULLY
SOLD THE BUSINESS

11-16

Over 5 years I built up this digital focused media agency from nothing to having a healthy client base and portfolio. Originally it was started as I needed a way to look after my sick mother and pay the bills, and from there we grew and grew! I worked alongside a diverse range of clients in planning, producing and executing their marketing strategies including creation of sales materials, video production, web development and more. This diverse role meant from one day I could be working on a PPC campaign for one client and the next I would be shooting a video. I proactively built up the business, working with a close-knit team of 9-12 freelancers under me to ensure we became an agency of choice for our clients. The projects I most enjoyed working on were ones I was able to tie together my many different skills into a full marketing campaign. In some cases I worked as a member of staff on 3-6 months projects for clients with often challenging expectations. A few highlights:

Mez Eco Coffee - Design of branding, marketing and interiors for a coffee chain in Thailand - was sold to Starbucks.

The Consulting Consortium - Setting up salesforce pardot and introducing breakfast briefings as a successful model for leads.

The Civil Service - Filming heads of department for civil service and putting together a conference against a tight timeframe.

Vodafone - Improving retention in their sales department with internal comms.

Yogurt and Chocolate House - Creation of campaign aimed at obtaining new franchisees, achieved £300k of signups in first two months.

Charity Right - Donations rose by 20% for their Ramadan campaign, saw a 42% increase from first time donors.

Ford, BMW, Jaguar, Honda, Mazda - TV Adverts for local stations and specific deals

How 2 Franchise - worked with them for 8 years to improve their marketing, website and produce videos;

Please view my website: olivergwynne.com for more detail.

Work Experience

HOMELESS WORLD CUP

INCREASED YEAR ROUND TRAFFIC

PRODUCED HIGH QUALITY VIDEO

PLANNED INTERNATIONAL EVENT

10-14

MEDIA CONSULTANT

WEB DESIGN
GRAPHIC DESIGN
EVENT PLANNING

I helped forge partnerships with international charities and lead social media strategy aimed at gathering content and news throughout the year and not just during the tournament. I also filmed and edited the event for 3 years and was involved in the upgrade and rebrand of the website. In 2014 I organised the bid for the event to come to Sheffield, which involved getting support from key stakeholders in the community as well as creating an organisational framework. My bid involved Sheffield United, Wednesday and FC hosting the games and was backed by the council and local business.

A4E

ARTICLES IN NATIONAL PRESS

PART OF WORK PROGRAMME BID

10-11

CONTENT CREATOR

SOCIAL MEDIA
VIDEO PRODUCTION
COPYWRITING

Organising, producing and distributing content, my role was full production of video and written content. Developing relationships alongside organisations like The Koestler Trust, Vox Centre and various employers. I produced around 175 videos and 150 written articles for the company. This included ghost writing the chairwoman's article in the Daily Express and my video content was used in the successful Work Programme Bid.

In quotes

"We signed up to an online exhibition 2 days before the event, Oliver was unfazed by the short deadline, produced a whitepaper, flyer and video in a very short timeframe. He arranged and attended sales meeting with little to no support and made no fuss. He is a real team player and doing the job of a small marketing department." **Nigel Edwards, Proservartner, 2020**

"Oliver is the glue that holds together the sales team. He is always happy to help out with any request big or small, has quickly become the go-to expert on a lot of automation technology. It's a real pleasure working with oliver."

George Kitto, Proservartner 2020

"Working alone with no manufacturing background Oliver has been very successful in his standalone role, which was in no way an easy one. He worked with very different businesses, with different owners and outlooks and was able to bring in a range of business, happy to help out whenever asked and a hard worker." **Steve Hollis, Bronte Precision, 2018**

"Oliver was great to work with - very knowledgeable and prompt with responding to my queries and making edits etc. I was very pleased with the final product he created for me and would have no hesitation in using his services again or recommending him to others." **Kieren Toscan, Vodafone, 2015**

"Oliver produced our fantastic franchise intro video. He worked hard and was very productive. We endorse his work and will continue to work with Oliver. Many Thanks and great work." **Harley Welch, 247 Property Services, 2015**

"Oliver is a bright spark and one to look out for. He's worked with us for a number of years and has always delivered a great product and service. With great idea and clear advice. What's special about Oliver is that he's not just there until the invoice has cleared. On many occasions he's had tips, advice, and even opportunities for us, where he may not benefit himself. I would and have on a number of occasions wholeheartedly recommend his services with great results!"

Rod Hindmarsh, How 2 Franchise, 2014

"Oliver was a pleasure to work with, and carried out all instructions and changes as I wished. I needed a quick turn-around on a new video for an important presentation. Oliver really went out of his way to help me out, worked over night to ensure the tight delivery deadline was met. End result was pretty good too!" **Raxit Shah, Yoozoom, 2014**

Oliver is probably one of the most creative and left field thinkers I have met. I have put total trust in him and his skill set and allowed him free range to create whatever he wants, such is my conviction in his skills. He is very personable, always punctual and always delivers on time. Oliver has undertaken a variety of roles for me, and is now essentially my head of marketing. He manages all 3 of my companies social media streams, he produces amazing CGI videos, and he has laid out a marketing plan that I'm very excited about." **Paul Gallini, How 2 Franchise, 2012**

"Oliver has produced a number of videos for us - each one has been excellently put together, is particular to our needs and requirements and highlights the point we want to make in a creative and professional manner. Oliver is a pleasure to work with being both personable and quick to make changes as and when required. I highly recommend him and would like to point out that his experience and expertise belies how young he actually looks." **Paul Freud, Tatra Plastics, 2012**

"Working with Oliver was a pleasure both in terms of the creativity he brought into the A4e Marcoms Department and the level of trust and autonomy I was able to place in his hands. Oliver continually over delivered on expectations often completing work over evenings and weekends to meet tough business critical deadlines. He would be an asset to any department looking for a forward thinking individual who works well as part of a team and takes direction positively." **Luke O'Neil, A4e, 2011**