

Barnaby Lawrence - Digital Marketing Manager

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In a Nutshell

Seasoned digital marketing manager with over ten years of international experience. Areas of expertise include people management, project management, copywriting, digital marketing, creative strategy, and search engine optimisation.

Key Skills

- People Management
- Digital Marketing
- Email Marketing
- Social Media Marketing
- Project Management
- Copywriting
- Creative Strategy
- Search Engine Optimisation

Professional Experience

[Haka Tourism Group](#), Auckland, New Zealand.

Head of Marketing

Aug 2019 - May 2020

Digital Marketing Manager

Mar 2018 - Aug 2019

Key responsibilities: managing the marketing team and digital strategy to optimise the online performance of Haka's seven tourism and hospitality brands.

Noteworthy projects and achievements:

- Relaunching the [Haka Tours website](#) to provide a best-in-class digital experience
- Being part of the team that won the Excellence in Marketing category at the 2018 Westpac Business Awards, and Supreme Winner of the 2019 Air NZ ExportNZ Awards
- Implementing an end-to-end lead conversion funnel using CRM marketing automation

[PNI Media](#), Vancouver, Canada.

Marketing Manager (acting)

Oct 2016 - Dec 2017

Marketing Specialist

Aug 2015 - Oct 2016

Key responsibilities: managing a team of eight and overseeing marketing strategies for ten international retail websites. Key clients include: Costco, Staples, Tesco, Sam's Club and

Fedex. Key channels include email marketing, social media, PPC, blogs, video content and seasonal optimization.

Noteworthy projects and achievements:

- Creating an email strategy for Sam's Club increasing revenue by \$1 million in 1 year
- Overseeing the marketing launch of 3 websites that now receive over 100,000 unique monthly visitors

[Yellow](#), Auckland, New Zealand.

Marketing & Digital Communications Specialist

Feb 2013 - Feb 2015

Key responsibilities: creating digital and traditional marketing campaigns, project managing website builds, email marketing, public relations, event management, copywriting, managing relationships with internal stakeholders and agency partners.

Noteworthy projects and achievements:

- Working with Google to create a series of educational webinars on digital marketing
- Coordinating a nationwide event series teaching people about digital marketing best practices
- Helping to launch a music concert to engage Yellow's online community

[The Pond](#), Auckland, New Zealand.

Creative Talent Manager

Jan 2008 - July 2012

Key responsibilities: Devising digital and traditional marketing campaigns to increase brand visibility, reputation management, evolving The Pond's website and content, interviewing and vetting talent to represent, developing The Pond's tone of voice.

Noteworthy projects and achievements:

- Conceptualising an award-winning self promotional DM
- Organising sponsorship of an industry event series as a talent recruitment initiative, increasing talent enquiries by 300%

Platforms I Know Well

Google Ads, Facebook Business, InfusionSoft (Keap), Jira, Trello, Basecamp, Google Analytics, Moz, CrowdRiff, Outbrain, Feefo.

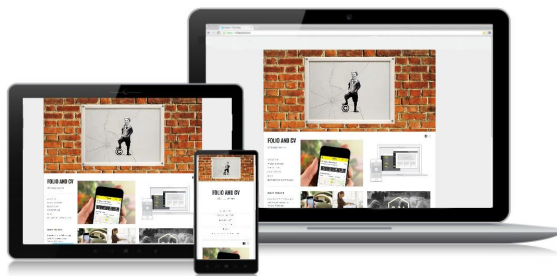
Education & Qualifications

Bachelor of Communications, Auckland University of Technology 2007 - 2009

Major: Public Relations / Minor: Creative Advertising
Other: Digital Media, Radio, TV, Journalism

A little more about me: born in the UK, logophile, enjoys cooking, swimming and DJing - though never at the same time.

New Zealand Citizen
References available upon request



Portfolio viewable at
barnabylawrence.com