



GET IN TOUCH

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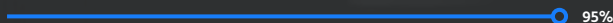
Hey! I'm Philip, Marketing Professional From Newcastle Upon Tyne.

I'm a strategic marketing leader with a proven track record of delivering high-impact campaigns for brands including Reiss, Cisco and Virgin Atlantic. I thrive in fast-paced startup environments as much as I do collaborating with established global organisations, bringing agility, creativity and commercial focus to every project. Known for aligning marketing strategy with business goals, I drive measurable growth across digital, advertising and integrated media. A strong communicator and collaborative leader, I combine strategic thinking with hands-on execution and a commitment to excellence in everything I do.

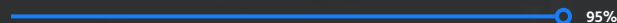


TECHNICAL SKILLS

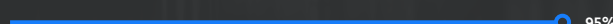
CRM & MARKETING AUTOMATION (HUBSPOT/KLAVIYO ETC)



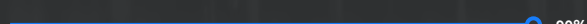
DESIGN & CREATIVE PRODUCTION (ADOBE CREATIVE CLOUD)



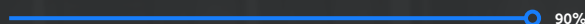
PERFORMANCE MARKETING (ORGANIC & PAID)



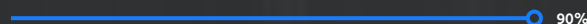
WEBSITE DESIGN/MANAGEMENT (WORDPRESS/HTML/CSS)



SEO & CONTENT STRATEGY (SEM RUSH)



COMMERCIAL GROWTH & SALES ALIGNMENT



EXPERIENCE

Head of Marketing

eviFile, Leeds UK
JUL 2024 - PRESENT

Head of Sales & Marketing

Quva, Durham UK
NOV 2020 - JUN 2024

Head of Marketing

Advantex, Gateshead UK
SEP 2018 - OCT 2020

EDUCATION

(BA Hons) Design: Multimedia & Graphics

The University Of Sunderland
2005 - 2008

National Diploma, Multimedia

Gateshead College
2003 - 2005

GCSE'S / GNVQ's

Lord Lawson Of Beamish School
1999 - 2003

WHAT PEOPLE ARE SAYING



Mohammed Kibiria
Social Media Planner, Twitter

"Phil was one of my best clients at Twitter. Aside from his great personality and open approach, he was always thinking of ways to improve on what was being done, even if campaigns were already going well. Instead of just looking at what was being done at the present, he would look at past campaigns and new tools to prepare for the future. He always had new ideas that we could discuss, ensuring that it wasn't just the same updates being made all the time. I would be very happy to work with Phil again in the future,"



Chris Sheen
Director of Social, Celonis

"Phil truly is the Swiss Army Knife of marketing professionals. Equally as comfortable working on design and brand projects as he is setting up complex marketing automation campaigns, he truly is the epitome of what a modern marketer needs to be. As well as being multi-talented, Phil is incredibly good at what he does - with an OCD-like attention to detail and natural creativity that allows him to breathe life and personality into every project he undertakes. Perhaps most importantly of all though is Phil's commitment to what he does. He genuinely loves what he does and this shows in the approach he takes every day and in the work he produces."



Alan Scott
Revenue Director, Hive HR

"Phil is a highly experienced Marketing Manager who is dedicated and focused on delivering results. I have worked with Phil on several campaigns over the years and I find his expertise, imagination, creativity, & insight is second to none. He is a pleasure to work with and would massively recommend his services as he would be an asset to any team. Phil is a notable personality both in and out of the office - I've never known him to be anything but a shining example of success to his clients and fellow colleagues."

WHO I'VE WORKED WITH

