



## GET IN TOUCH

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# Hey! I'm Phil, Marketing Professional from Newcastle Upon Tyne.

I'm a strategic marketing leader with a proven track record of driving growth and delivering measurable commercial results across SaaS, technology and professional services sectors. Having worked with organisations including Reiss, Cisco, Virgin Atlantic, Network Rail and Drax Power, I bring a blend of commercial acumen, creativity and data-driven decision-making to every role.

Known for aligning marketing strategy with business objectives, I develop and execute integrated campaigns that generate demand, strengthen brand positioning and accelerate revenue growth. A strong communicator and collaborative leader, I thrive in fast-paced environments, building high-performing marketing functions that combine innovation, operational excellence and measurable business impact. While comfortable operating at a strategic level, I remain highly hands-on, enjoying the delivery and optimisation of campaigns, content, automation and digital initiatives that drive tangible results.

## TECHNICAL SKILLS



MARKETING



DESIGN



GROWTH



AI & AUTOMATION

## TECHNICAL SKILLS

(GTM PLANNING, REVENUE OPERATIONS, SALES ENABLEMENT)

### COMMERCIAL GROWTH & GTM STRATEGY



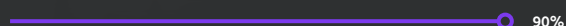
(GOOGLE ADS, LINKEDIN ADS, META BUSINESS SUITE)

### DIGITAL & PERFORMANCE MARKETING



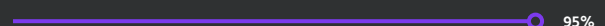
(SEM RUSH, GOOGLE SEARCH CONSOLE, WORDPRESS)

### SEO & CONTENT STRATEGY



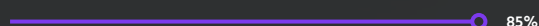
(HUBSPOT, KLAVIYO, SALESFORCE)

### CRM & MARKETING AUTOMATION



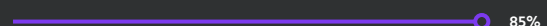
(CHATGPT, CLAUDE, COWORK, AGENTIC AI WORKFLOWS)

### AI-POWERED MARKETING & WORKFLOW AUTOMATION



(GA4, LOOKER STUDIO, HUBSPOT REPORTING)

### DATA & MARKETING ANALYTICS



(CONFERENCES, ROUNDTABLES, EXHIBITIONS, SUMMITS)

### EVENT MARKETING & COMMUNITY



(WORDPRESS, HTML, CSS, ADOBE CREATIVE CLOUD, FIGMA)

### WEB, GRAPHIC, UX, PRINT & DESIGN



## EXPERIENCE

### Marketing & Growth Consultant

Coalface Studio, Newcastle upon Tyne - UK  
JAN 26 - PRESENT

### Head of Marketing (Consultancy)

Ctrl AI, Manchester - UK  
JAN 26 - APR 26

### Head of Marketing

eviFile, Leeds - UK  
JUL 24 - JAN 26

### Head of Sales & Marketing

Quva/Growth Capital Ventures, Durham - UK  
NOV 20 - JUN 24

### Marketing Manager

Advantex Network Solutions, Gateshead - UK  
SEP 18 - OCT 20

### Head of Marketing

Oak Engage, Gateshead - UK  
SEP 17 - SEP 18

## EDUCATION

### BA (Hons) Multimedia & Graphic Design

The University of Sunderland  
2005 - 2008

### National Diploma, Multimedia

Gateshead College  
2003 - 2005

### GCSEs / GNVQs

Lord Lawson of Beamish School  
1999 - 2003

## KEY ACHIEVEMENTS

**£15m +**

REVENUE INFLUENCED

**5 +**

SAAS COMPANIES SCALED

**£4m +**

INVESTMENT SECURED

**6 +**

GLOBAL TEAMS MANAGED

## WHAT PEOPLE ARE SAYING

"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."



**Chris Sheen**

Director of Social, Celonis



## WHO I'VE WORKED WITH



REISS

