

ANNA KINGSLEY

International Award-winning Marketer

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OVERVIEW

I'm an award-winning global marketer with over 15 years' business experience. Combining strategic and blue-sky thinking, creativity and commercial acumen with growth-hacking tactics and an entrepreneurial spirit, I've demonstrated success in growing companies. I've worked hands-on in every marketing discipline, have built, led and mentored teams. I'm used to delivering under pressure and can work well with different cross-functional remote teams. I'm great at managing partners and clients' expectations, P&Ls and presenting at the C-level.

Some of my marketing achievements include:

- Optimizing Dixon's website so well that traffic increased by 95% YoY and revenue by 40% YoY
- Achieving a CPE of 66x greater than Expedia & 33x better than Booking.com (the competitors) with a tiny team at Routeperfect
- Increasing ROI 16x in just 6 months & making Frank the most profitable account in the no.1 ad agency in the world (JWT/WPP)
- Taking Dixon's share of business from offline to online from 11% to 33% in just 6 months, a major leap for an eCommerce giant
- Growing Powtoon's customer list organically from ~1M to 5M in just 9 months & increasing monthly sales by 200% MoM
- Increasing email CTRs from 5% to 51%; increasing revenue by over 100% through email marketing in just 6 months for Dixons
- Building from scratch and multiplying 15x in just 3 months jDeal's customers through growth-hacking activity
- Increasing acquisition by 8% from just one organic campaign & receiving \$millions of free media value through partnerships for Match
- Increasing Dixon's customer list 14% in just 4 weeks, increasing CSAT & NPS scores & product awareness from 13% to 50% YoY.

Some of my awards include winning the:

- *Webby Award* (equivalent to the Oscars!) for the 'Best Website', the 'Best Campaign' and the 'Best Visual Design Function' in the UK
- 'eCommerce Category' in the *Awards for Excellence* by the UK's Marketing Society in assoc. with *Marketing Magazine*
- *IPM Retail Award* for the 'Best Sales Promotion at Christmas' out of all the UK Retailers
- 'Best Social Media eCommerce Strategy Campaign' in *The Drum Social Buzz Awards*.

Industry expertise includes: Hi-Tech, SaaS, eCommerce, Travel, FinTech, Media, Entertainment, Marketplaces.

Types of companies/working: Full-stack Marketer. B2B, B2C, B2B2C. Apps. Client & Agency side. Startups & Enterprises.

Skills: * Product Marketing * Content Creation (websites, product videos etc) * Biz Dev/Partnerships * Branding, UX * SEO
* Market Research * Thought Leadership (blogs, influencers etc) * PR & Events * Social Media * Email
* Sales Enablement * Team management/mentoring * Growth-hacking * Presenting * P&L mgt

EMPLOYMENT HISTORY

► AK MARKETING (Global boutique agency)

Marketing Director

2019 – Present

Providing outsourced marketing services to SME clients, working in all marketing disciplines to scale products. I devise actionable strategy to reach business goals & provide hands-on execution to get it done! Services include: Product Marketing, GTM, Buyer Personas, Segmentation, Corporate Storytelling, Branding, Content Creation (websites, blogs, emails etc.) & Sales Enablement. Also helping companies build their marketing teams, create pitch decks/get investor-ready. No two client's requirements are the same. **Achievements include:**

- Successfully leading MyMiggo, a photography **App**, **eCommerce** company, through a complex rebrand and creating the marketing plan
- Building the entire brand, product and go-to-market plan for a financial accounting **SaaS**, **FinTech** company
- Creating the go-to-market and business model for an **App** which allows creators/influencers to collaborate and connect with fans.

► ROUTEPERFECT (Travel-Tech - startup)

Marketing Director

2017 – 2018 (left as company closed, lost funding)

Built the marketing department's ops and product marketing strategy for this trip-planning tool. Increased awareness through building processes and a Content, SEO, Social Media, Blogger & Influencer Marketing strategy. Also, through an Affiliate scheme and SEM. Contributed to b2b, biz dev and investment matters, I managed an in-house team of four plus suppliers & agencies and interfaced with dev & sales.

► POWTOON (SaaS - startup)

CMO

2014 – 2015 (left to close Aliyah/UK matters)

Created and implemented the international marketing strategy & built the marketing team/dept. Powtoon is a platform which allows users to easily create animated presentations & videos. *The Next Web* named Powtoon one of Israel's hottest start-ups. **Achievements include:**

- Growing the customer list from ~1M to 5M in just 9 months organically; Doubling the monthly revenue overall for the company;
- Achieving the highest ever daily sales figures for the company with 85% take up on promos
- Transforming PPC from a negative to 400% ROI in just 6 months
- Creating the most popular templates ever used; improving the brand's design, UX, product and customer engagement;
- Securing partnerships & positive PR; demonstrating the product at WebSummit as one of PayPal's 'Best Startups'.

► **DIXONS (Retail/eCommerce - Enterprise)**

Senior Online Marketing Manager

2011 – 2013 (*left to move to TLV*)

Managed & executed the digital transformation for Dixon's two main products PCWorld & Currys. Dixons/Carphone is the largest consumer electronics retailer in Europe. Ensured targets & margins were met & product campaigns were fully integrated. **Achievements include:**

- Growing customer list by 14% in 4 weeks! Increasing share of market to beating off competition - BestBuy left the UK, Comet closed!
- Optimizing the website (e.g. improving UX/UI), by the time I left traffic was up 95% YoY
- Doubling open rates of the product's weekly emails within 6 months, increasing open rates from ~5% to 51% through segmentation
- Creating online spike activity e.g. pioneering the concept of Black Friday/Cyber Monday in the UK, an eCommerce first for Dixons
- Creating evergreen content (e.g. How-To videos) and a content & social media strategy (for 21 different channels)
- Managing 5 direct reports, plus, suppliers, agencies & numerous different stakeholders; interfacing with sales & other teams/depts.

► **JWT (World's largest ad agency, WPP – Enterprise)**

Account Director

2005 – 2011 (*continuous full-time contracts*)

Clients & Achievements Include:

COCA-COLA:

- Ran the largest ever sales promo Coca-Cola had ever launched in the UK at the time. Ensuring the 43 million Coke bottles got to market correctly/on time and building the website and entry mechanics for the promo; dealing with underwriting issues and ensuring compliancy
- Generating PR for the campaign; managing the £1.4m budget; managing the team and liaising with other agencies, client etc.
- Hitting KPIs (e.g. leveraging Coke's partnership with the Football League) it was such a success the promo was repeated.

VIRGIN TRAINS:

- Successfully managing the team, budget, strategic direction, implementing the digital marketing and running the website for GNER (one of the main UK train companies/routes, taken over by Virgin)
- Producing an average ROI of 48x for email campaigns; Seat Sales campaigns produced an ROI of up to 90x, which increased revenue by over 100%, doubling the active customer list within a year.

FRANK:

- Increasing the ROI for this multi-million-pound government initiative 16x in just 6 months through strategic partnerships
- Improving CAST score & working with relevant brands to produce 85% product awareness amongst target audience
- Increasing incremental business & making the product the most profitable account at the no.1 ad agency in the world (JWT/WPP)
- Having the highest-ever score in the agency for the client's evaluation of any work, 99 out of 105.

BRITISH COUNCIL:

- Increased partnership income by 25% from £41m to £52m in one year, reversing a long-term decline in revenues.

jDEAL:

- Successfully launching this eCommerce marketplace product (a type of Groupon) in NYC (USA) through creating the product (website), brand, value proposition & marketing strategy which included all types of lead gen activity for acquisition (incl. effective PR!)
- Attracting numerous vendors & growing customer base 15x in just 3 months through developing an affiliate scheme & growth-hacking.

► **MATCH.COM (Online Dating - Enterprise)**

Strategic Partnership Manager

2003 – 2005

Achievements include: Massively increased acquisitions by 37% and drove traffic & brand awareness through sourcing & implementing partnerships with well-known brands such as Selfridges. A partnership with MSN, AOL and UIP, achieved an 8% acquisition increase, increased the active database by several hundred thousand to approx 1.5m and received thousands of dollars of free media value. I also produced approx 55 highly successful varied events; developed an events model that was copied by competitors & has now become the norm.

EDUCATION

University of Berkeley, (Ca, USA): Executive Master's Program (graduated with 80% pass) – Marketing Analytics | MBA equivalent.

University of Liverpool (UK): B.A. Hons (graduated with 2:1) - English, Psychology & Communications.

Institute of Practitioners in Advertising (IPA): LegRegs Certificate (graduated with distinction) – Marketing/Advertising Best Practice.

FURTHER SKILLS

Types of systems used include: BI/Analytics (Google Analytics); CMSs/Blogs/Web Dev (WordPress, Wix); Automation (Hubspot, Customer IO, Mailchimp); Ads (Google AdWords, Facebook, LinkedIn); Plug-ins (Yoast for SEO); Listening tools; Social Media Management Systems (Buffer, Hootsuite); Various Growth-hacking tools/apps; Team/Task (Trello, Monday, Jira, Slack etc).

Presenter & Mentor: as a marketing thought-leader, I've given talks at various venues, including Google Campus and presented the Social Media for the VC OurCrowd's Investor Summit 2019 to 15,000 attendees! I also mentor and give executive coaching.

Languages: native English, intermediate French, basic Spanish and basic Hebrew.