

JOHNNY LEVETT

HubSpot Marketing Specialist | Creative Thinker | Results-Focused

Enabling B2B & B2C Organisations to Connect with Audiences through Innovation, Strategy & Implementation

Email: johnny.levett@gmail.com LinkedIn: [linkedin/marketingmanagerprofile](https://www.linkedin.com/in/marketingmanagerprofile)

View Portfolio: www.johnnylevett.com

PROFILE

London-based HubSpot consultant with a proven track record in formulating and driving strategic plans across industries and experience managing a £0.5m marketing budget.

A passionate and results-focused professional, an advocate and implementer of robust marketing and business growth plans with demonstrated strategic and tactical skills to deliver outstanding commercial results. Over the years, I have worked on several projects, have championed the development and implementation of marketing strategies, and have consistently delivered exceptional financial performance. Constant focus on following, analysing, and deciphering the market with the vision, an excellent eye for content creation, and expertise in creating engaging and compelling value propositions. A seasoned professional and consultant with a unique entrepreneurial spirit, I have been instrumental in delivering exceptional ROI on challenging projects. An award-winning manager with high trust levels of senior management and functional leaders, I have established a solid reputation for consistently exploring new avenues and implementing innovative ideas for businesses and brands.

AREAS OF EXPERTISE

Marketing Strategy & Planning

Budget Management

SEO/SEM

Marketing Automation

Email Marketing

Project Management

Stakeholder Management

HubSpot Expertise

Campaign Management

Data Insights & Analysis

Personas & Segmentation

Social Media Marketing

Lead Nurturing

Podcast Editing & Distribution

Demand/Lead Generation

Advertising

Website Management -CMS

Copywriting

Referral Programmes

CRM Manager

Digital Marketing

KEY PERFORMANCE COMPETENCIES

- ✓ **Strategic Thinking:** Demonstrated strategic thinking, highly adept at understanding the business goals and objectives. Go-to person to seek advice and expertise to convert ideas into workable solutions as well as drive sales and profitability.
- ✓ **Leadership:** Proficient leadership to guide, mentor, and direct team members, thereby building a high-performance culture, driven by trust and confidence.
- ✓ **Market Research Excellence:** Data-driven mindset with a keen eye on market insights to stay a step ahead of the competition and critically evaluate various decisions for their feasibility and overall impact.
- ✓ **Digital & Online Presence:** An expert at utilising web-based channels and end-to-end campaign management from creative direction to building custom reports measuring success.
- ✓ **Communication Skills:** Excellent verbal and written communication skills to break down complexities. Self-driven and proactive with adaptability/ flexibility to perform in a fast-paced, uncertain, ambiguous, and demanding environment.
- ✓ **Commercial Excellence:** Commercial focus to work with allocated budgets, driving financially viable plans, and regularly monitoring the progress to control costs while achieving the desired impact of the campaigns.

CAREER HISTORY

Marketing Consultant Apr 2019 – Present

Connecting businesses with new audiences through high-quality marketing campaigns.

- Achieving £1m life-time value (LTV) as a result of a targeted sales and marketing strategy.
- Development of detailed personas based on customer data and insights and effectuating segments into relevant lists.
- Create a content schedule, SEO strategy, and Paid Ads scheme to attract, engage and delight new audiences / customers.
- Launch of new websites on the HubSpot CMS platform and delivering onboarding and training.
- Build of a webinar sales funnel with an automated sign up process, landing page and promotional strategy to drive leads.
- End-to-end development of client value proposition, brand identity, messaging and sales enablement tools.
- Launch of automated referral programme to leverage brand advocacy and drive growth using workflows in HubSpot.
- Delivered training on managing deals and prospects using the sales tools within HubSpot CRM.
- Presentation of data-led insights, A/B test reports and dashboards with recommendations to drive ROI.

Marketing Manager, LiDCO Aug 2016 – Apr 2019

Hemodynamic monitors for intensive care units which measure the volume of blood being pumped by the heart.

- Reported to the CEO and handled responsibilities for managing a £0.5m marketing budget and ensured alignment of the marketing plans with the overall corporate objectives.
- Developed and implemented strategic marketing plans to establish a strong market position for the company's products.
- Planning and management of the company's presence at major conferences in the US.
- Creation of sales enablement tools and personalised collateral for segmented audiences.
- Sourced relevant advertising opportunities including digital/print ads in key media and Google Ads.
- Reported on key marketing metrics providing recommendations for improvements and greater ROI.
- Managed one Marketing Assistant.

Notable Achievements

- 35% uplift in revenue and greater visibility for the company's products in key target markets.
- Launch of two websites with market/persona specific content including blogs, educational programmes, and video content.

Marketing Executive, Clinisupplies Oct 2013 – Aug 2016

Wound and skin care products for primary and secondary healthcare patients.

- Reported to the Marketing Manager and handled responsibilities for management of the Wound & Skin Care product portfolio and design of strategic plans to achieve the overall business objectives.
- Developed Go-To-Market (GTM) strategy and value propositions to bring two new products to market.
- Led brand advocacy initiatives through targeted social media advertising campaigns.
- Led the promotional initiatives for a new mobile App including collaborating with key influencers.
- Delivered product training sessions to sales and clinical teams to build on the skills and competencies of the group.
- Project-managed company presence at conferences and exhibitions.

Notable Achievements

- 28% increase in revenue across the wound and skin care portfolio.
- Winner of the Marketing Employee of the Year and awarded Letter of Excellence for contributions to the function.

Marketing Manager, Alcis Sep 2011 – Oct 2013

Geographic information services that enable a better understanding of complex environments.

- Reported to the COO and handled responsibilities for the development and implementation of the marketing plans.
- Led the launch of an innovative new website and brand identity within the first 6 months.
- Planned and launched a GIS user group on LinkedIn, connecting relevant professionals operating in Afghanistan.
- Coordinated a fundraising event raising £1000 for women and children in Afghanistan.
- Led thought leadership initiatives, including a new blog, speaking opportunities, and a technology video series.
- Designed and produced key promotional material to support business development activity.

Notable Achievements

- Successfully led the launch of a new website.
- Nominated for 'Best Technology of the Year' at Business Awards.

Marketing & Business Development Executive, Juniper Research Apr 2007 – Sep 2011

Market intelligence for burgeoning sectors within the mobile telecoms industry.

- Reported to the General Manager and handled responsibilities for the online and offline marketing campaigns driving sales of market intelligence reports for the company.
- Managed key accounts with the world's largest financial institutions and explored new business opportunities.
- Developed strategic partnerships with key industry partners and formed long-term partnerships with key media contacts.
- Handled responsibilities for written press releases for PR activity.
- Implemented lead-generation activities across the website and email.
- Handled the company website CMS and dealt with all development-related activities.
- Managed an external telemarketing team and planned the marketing campaign calendar.

Notable Achievements

- Successfully launched a new website with personalised content streams.
- Developed and managed accounts of a new subscription product.

ACADEMIC QUALIFICATIONS

- Bachelors of Arts, Southampton Solent University, England Sep 2002 – Sep 2006
- Media Studies, Graphic Design (A, A/S levels), Queen Mary's College, England Sep 1999 – Sep 2002

PROFESSIONAL TRAINING & CERTIFICATIONS

- Email List Building Course, Online 2023
- HubSpot Marketing Software Certification 2021
- HubSpot Content Marketing Certification, Online 2020
- HubSpot Email Marketing Certification, Online 2020
- Strategic Focus for Managers, LinkedIn Learning, Online 2019
- Managing a Cross-Functional Team, LinkedIn Learning, Online 2019
- Brand and Marketing Integration, LinkedIn Learning, Online 2019
- Inbound Marketing Certification, HubSpot Academy, Online 2018
- Copywriting for Online & Offline Content & Strategy, Spotless, London, UK 2015
- Leadership and Management, Reed Learning, London, UK 2015
- Marketing Metrics & ROI, Chartered Institute of Marketing, London, UK 2015
- Social & Digital Media Metrics and Analytics, Chartered Institute of Marketing, London, UK 2014
- Advanced Digital Marketing, Chartered Institute of Marketing, Berkshire, England 2009

OTHER SKILLS

Technical Skills: Advertising (Google Ads, Facebook Ads Manager, Twitter Ads); Analytics (Google Analytics, Moz); Automation (HubSpot); Collaboration (Skype, Slack, Yammer, Dropbox); CRM (Microsoft Dynamics, HubSpot); Customer Feedback (SurveyMonkey, Google Forms); Data & Spreadsheets (Microsoft Excel, Google Sheets, Tableau); Email Communications (HubSpot, Mailchimp, iContact) Graphic Design & Video (Canva, Adobe Photoshop, Premiere, iMovie); Interactive E-Learning and LMS (Kajabi, Podia, Rise); Presentation (PowerPoint, Xmind); Project Management (Asana, Jira, Monday, Trello); Social Media (Facebook, Twitter, YouTube, LinkedIn, Instagram); Website CMS (WordPress, HubSpot, Umbraco).