

ROWAN SPRINGFIELD

PROFILE

Ambitious digital marketing strategist, consultant and instructor with ten years' experience in the industry. Specialist knowledge of the worldwide luxury travel & fashion ecommerce verticals, using a variety of bid management platforms & ad channels. Excellent commercial awareness gained from managing Hilton's \$2m worldwide monthly budgets across a mix of exotic & traditional search engines using Google's DoubleClick platform as well as Ralph Lauren's £300k (CA\$600k) European monthly budgets using Marin. Personable to colleagues, students & clients & ready to pull out all the stops to achieve goals.

EDUCATION & QUALIFICATIONS

2012 – Present

Search Qualifications

Google Ads, Google Analytics, Bing Ads, Marin & Kenshoo search certifications passed

2009 - 2012

University of Birmingham, UK

Business Management with Communications BSc. Achieved 1st class honours. Modules included:

- Marketing Communications
- Public Relations
- Leadership development
- Retailing
- Project & event management
- Advanced finance

EMPLOYMENT

03/2021 – Present **Digital Strategist and Consultant**

Springfield Digital, Squamish

I work as a digital marketing consultant, where I can put my experience to good use, helping my clients to improve their performance, make better use of their ad budget, and generally moving the needle in the right direction.

06/2019 – 03/2021 **Senior Digital Strategist promoted to Director of Digital** *Archive Digital, Vancouver*

I build strategies to improve, optimise and amplify clients' businesses using digital marketing. I lead a small, tight-knit team of digital marketing experts at Archive Digital. We provide expert strategic insight to clients as well as data analysis and creation of cutting-edge digital marketing strategies.

- Interviewing, training and nurturing new hires and team members
- Building, optimising and managing improvement of ad accounts
- Leading pitches for new clients and bus. dev as well as planning comprehensive digital strategies for those clients.
- Overhauled monthly reports, as well as ad hoc data analysis to ensure clients are fully aware of all the successes (and occasional failures) that have been gained
- **Tripled leads YoY for Archive's largest client (and halved CPL) for both Google & FB Ads**
- Leading technical innovation in the team

05/2016 – 06/2019 **Lead Digital Marketing Instructor**

RED Academy, Vancouver

RED Academy is BC's premier tech school. As the lead of the DM department, I am part of tight-knit, high-performing team of innovative thinkers & educators. I previously managed the company's digital ads: planning, budgeting & executing on channels including Google Ads, Facebook, & LinkedIn.

- Develop curriculum and create cutting-edge lessons based on industry needs
- Managing the extended team of full and part-time instructors ensuring quality lesson delivery and staff satisfaction
- Interview, train and hire new staff, helping the team to achieve their personal goals
- Manage and deliver the Digital Marketing Professional full-time course
- Ensuring student satisfaction and constantly improving the course through feedback
- Creating content & managing ad spend & strategy across Google Ads, Facebook, LinkedIn, Display & the company website

01/2016 – 2019 **Search Consultant**

Self Employed/Croud, London, UK

- Auditing client accounts, analysing where we can impact performance & bring value
- Forecasting new business accounts off the back of account audits & performance analysis
- Working towards new business pitches, proposing strategies & new ways to drive revenue for potential clients
- Account optimisation for a range of retail & service clients

01/2014 – 1/2016 **Search Analyst promoted to Senior Search Analyst**

Forward3D, London, UK

- Created & chaired MBRs & QBRs to Hilton's International senior management team
- Managed activity across over 50 markets, with 100 accounts, including exotic search engines such as Yandex, Seznam, Baidu, Naver, Sogou, Yahoo Japan & 360.
- Wrote advanced SQL scripts that enabled partial automation of bid management
- Trained new starters & team members on advanced aspects of digital marketing
- Worked with clients to forecast & formulate strategies to capitalise on seasonal trends & assign \$2m/month budget to max. revenue
- **Increased revenue by over \$2m YoY in my final quarter, on comparable Hilton Hotels**

PROGRAMMES/BID MANAGEMENT TOOLS/LANGUAGES EXPERIENCE

Microsoft Excel – Advanced level: SUMIFS, SUMIF, COUNTIF, VLOOKUP, IF, FIND, REPLACE, Pivot tables etc. I also know a lot of shortcuts, as you would expect after eight years solid Excel usage

Microsoft PowerPoint – Reasonable level, gained from working to build decks for new business pitches, as well as monthly & quarterly reviews (MBRs & QBRs) with the Hilton International Office

DoubleClick for Search (DS3) – One year's experience, using everything from bid strategies & ad copy tests, to advanced labelling & filtering required to edit 3m ads at a time during Hilton promotions

Marin – Used for one year to manage Ralph Lauren's European accounts

Kenshoo – Used for six months to manage various clients at Steak digital

Ruby – Used various scripts to create new campaigns & promotional ad copy on the Hilton accounts

MDX – Queried an MDX Cube to obtain aggregated data at hotel level (rather than campaign or account level) to manage over 600 hotels across 50 markets & 100 accounts

MySQL – Queried Forward3D databases to obtain aggregated keyword level data & to build alerts, automated optimisations & create promotional ads in bulk

INTERESTS

On top of snowboarding, which I have pursued by living in the mountains for seven winters between the ages of 18-24 & moving to Canada in 2016, I spend most of my free time climbing and mountain biking around Squamish, as well as hiking, camping and all the usual outdoor stuff