

# Tom Sowerby

Leader - Digital Marketing, Data & Technology

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## Skills

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**Digital Team Leadership** - working with and coaching diverse teams to deliver revenue generating projects using agile methodologies. Using collaborative leadership to build a culture that empowers people to drive business growth through innovative thinking.

**Digital Marketing Strategy** – core understanding of how, when and where to market to existing and potential customers across paid/owned/earned channels, and how marketing, communication and segmentation strategies roll up into the overarching corporate strategy to drive business growth.

**Strategic Data & Tech Integration** - connecting offline and online data sources that enable the effective use of a CDP (such as Tealium Audience Stream) to build customer profiles and audiences across all channels to drive business growth and power optimisation/personalisation.

**CRM & Marketing Automation** – deep understanding of segmentation strategy and email, SMS, chatbot and push notification automation to nurture customer relationships that increase lifetime value and brand loyalty.

**Adtech/Martech Implementation** - understanding business requirements and KPI's to develop and implement effective measurement of digital performance using tools like Adobe Analytics, Google Analytics, Tag Managers (GTM, DTM/Launch, Ensighten, Tealium) and optimisation tools (Adobe Target, Google Optimise).

**Conversion Optimisation** - analysing a sales funnel and using tools and methodologies to identify where the holes are so that conversion rates can be improved at the top, middle and bottom of the funnel.

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## Experience

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**Virgin Australia / Leader, Digital Marketing Technology and Optimisation**  
April 2019 - PRESENT, Brisbane

Leading strategic initiatives such as single customer view and cross channel experience optimisation to identify who Virgin Australia should communicate with, through what channel, and deliver the right message throughout the customer journey. Leading key strategic tech acquisitions such as Tealium Audience Stream to de-silo customer data so it can be leveraged in marketing and digital customer experiences.

### **Digital Balance / Analytics and Optimisation Implementation Consultant**

July 2015 - PRESENT, Melbourne

Lead consultant across the two primary enterprise analytics platforms (Adobe, GA360) for some of Australia's largest organisations. Leading the planning and development of complex data integration solutions to allow businesses to get a holistic view of customer online activity and implement strategies and tactics to increase conversions and return on ad spend. Developing and mentoring of junior consultants and training of client employees to build capability and drive growth.

### **My Fitness File / Co-Founder**

June 2011 – November 2019, Melbourne

Successful marketing strategy and execution using paid media (google, facebook), email automation (ActiveCampaign) and chatbots of a fitness/training app that analyses the strengths and weaknesses of athletes and automatically generates a training program designed to eradicate weaknesses in performance across multiple athletic disciplines. Drove incremental revenue of ~250k before business sale in 2019.

### **The Brand Agency / Digital Producer, Technical Project Manager**

July 2012 - July 2015, Perth/Melbourne

Originally recruited as a web developer following a successful freelance project I lead, the role quickly evolved into digital production where I used my technical experience to assist with the planning and resourcing of the ~10 strong development team. Fast forward a couple of years I then took the opportunity to move to the Melbourne office and work across the company's biggest client (Bunnings) where I developed and upskilled the team to handle development of digital assets for the Bunnings website.

### **Wordplay Media / Business Development Manager**

September 2009 - July 2012, Perth

Responsible for building the client base of a boutique copywriting and web design agency as well as managing the 5 strong team of writers, designers and web developers to efficiently and profitably deliver projects.

**[For further experience and more detail on individual projects I've worked on please refer to my website: <http://tomsowerbydigital.com>]**

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## Education

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**Northumbria University / BSc (Hons) Internet Computing**

September 2004 - June 2008, Newcastle UK

As well as being a sandwich course during which I gained a year's industry experience, the course covered XHTML/CSS web development, PHP and MySQL database driven applications, JAVA, human computer interaction, development documentation, information architecture, networking and enterprise systems. My dissertation was a web development project developed in HTML/PHP/CSS and used a MySQL database. It was centred on improving user experiences using a custom built customer relationship management application which incorporated data capture and mining.

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## Awards

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PRINCE2 Registered Practitioner, Certified Google Analytics Specialist, Tealium Audience Stream Certified

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## About Me

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Confident and adaptable digital leader with over 10 years experience that understands how data, technology, process and people come together to drive profitable growth and deliver seamless customer journeys.

Being a strong relationship builder, I enjoy working with and coaching diverse teams to deliver large scale projects. I'm passionate about collaborative leadership and building a culture that empowers those I work with to drive business growth through innovative thinking.

I have extensive experience across a number of Australia's iconic brands deploying cutting edge MarTech, customer data segmentation, conversion rate optimisation and personalisation solutions.

I thrive in challenging, fast paced environments where I can use my strong commercial acumen to drive increased revenue with new strategic and tactical initiatives.