

Hello, I'm Jamie Worrall.

Hello,

Thank you for the opportunity to connect.

What sets me apart, where I truly add value, is my ability to simply slot into existing teams and align stakeholder groups to steer a singular objective. My digital agency background and marketing consulting experience working with growth-focused, dynamic ANZ B2B software, tech and professional service organisations have given me the skills to succeed in any business setting.

Learn more about me at jamieworrall.info

I'm happy working across strategic, planning or implementation projects and enjoy all aspects of the marketing mix.

- Director of B2B digital marketing agency Aamplify which after 10 years was widely regarded in Australasia as a leading HubSpot Solutions Partner and full-service outsourced marketing partner to tech and professional services organisations
- Expertise in developing, delivering, and reporting on communications, brand, UX, digital and programmatic transformation projects with 17+ years working in both agency and client side marketing functions
- Proficient interviewer and communications planner and writer working in both agency planning roles and consulting marketing roles across the tech sector
- Extensive experience working cross functionally consulting with stakeholders from board-level down and external partners/agencies
- Extensive experience building digital teams and managing all internal staff from designers, copywriters, project managers, developers and contract resources
- Results-oriented individual well versed in accountabilities across strategic planning and delivery, budget and stakeholder management

I'm based in Ohope BOP, and work remotely traveling frequently across the country for weeks on-site as necessary.

If you are looking for a results-driven, charismatic teammate with a track record of success advising on, and delivering, transformation programs I would appreciate the opportunity to connect.

Thank you for your time and consideration.

Sincerely,
Jamie Worrall

Enclosure: CV

Hello, I'm Jamie Worrall.

As an accomplished B2B digital strategist with extensive Marketing and Business Operations experience, I'm in my happy place spearheading multi-year, multi-region strategies that deliver on enterprise strategic objectives.

What sets me apart, where I truly add value, is my ability to simply slot into existing teams and align stakeholder groups to steer a singular objective. My digital agency background and consulting experience working with growth-focused, dynamic ANZ tech and professional service enterprises have given me the skills to succeed in any business setting. As a person, I am an open, collaborative team member who leads by example and is always excited by the opportunity to learn and teach.

Professional Summary

KEY ACHIEVEMENTS

- Director of B2B digital marketing agency Amplify which after 10 years is widely regarded in Australasia as a leading HubSpot Solutions Partner and full-service outsourced marketing partner to tech and professional services organisations
- Realised an additional 32% revenue in 2021 by developing a diversified marketplace sales strategy and launching web theme and digital tooling products to drive product adoption and digital sales globally.
- As marketing consultant for Certus Solutions, owned end-to-end GTM initiatives and activities from building partner ecosystem programs via Accelerate (a DX community and marketplace), led a data-driven approach to marketing and sales with the implementation HubSpot and developed full customer lifecycle programmes to drive growth in the AU market. Achieved YOY pipeline and revenue targets for the past 3 years.
- Lead role providing digital strategy for Kordia Group, resulting in multiple awards for website and multichannel campaign performance.

CONTACT

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SKILLS

- Strategic Planning + Advisory
- Business Management
- Team Leadership
- People Management
- Stakeholder Management
- Marketing Operations
- Product Marketing
- Copywriting
- Campaign Planning, Management & Reporting
- Brand + Comms Strategy
- B2B Digital Strategy
- Marketing Automation
- Budget Management
- Sales Funnel Management
- Project/Program Management
- Communications Planning

WAVE WORK ROLES

PRIMARY

SUPPORTER

Highly effective working in teams

SECONDARY

OPTIMIST

Resilient and can stay calm under pressure

SECONDARY

STRIVER

Pushes hard to achieve ambitious goals

TECHNICAL SKILLS

- Microsoft Office Suite (Advanced)
- Marketing Automation Software
Sales Hub CRM | CMS Hub |
Marketing Hub | Marketo
- Project Management Accelo |
Forecast | Miro
- Adobe Suite | Photoshop
(Intermediate) | Indesign
(Intermediate) | Illustrator
(Intermediate)
- All video conferencing platforms

Employment + Experience

AUG 22 - APRIL 23

Upstock.app, Wellington, New Zealand

HEAD OF MARKETING

Lead the shaping of Upstock GTM strategy, helping to identify gaps and opportunities to improve customer growth. Lead a team of 2 direct reports, reporting to co-CEO. Responsible for budgets, targets, performance of internal resources, programs, and outsourced agencies.

- **Data and Analytics:** Defined and lead the implementation of cross functional tracking and reporting frameworks measuring brand awareness, customer growth (signup, accepted invites, onboarding, activated).
- **Inbound Programs:** Lead a series of inbound sprints to test various performance strategies. Used data to define 2023 marketing plan and programs aligned to business strategy.
- **Sales Enablement:** Lead the definition and implementation of sales automation and ABM activities for the sales team using HubSpot sales hub and sales sequencing.

Aamplify, Auckland, New Zealand

Aamplify is an established B2B marketing agency helping clients stand out as industry leaders, transforming how they generate revenue through cutting-edge digital products, platforms, and end-to-end outsourced marketing services.

DIRECTOR OF CUSTOMER

Responsible for the total relationship with Aamplify's customers, leading the coordinated efforts of marketing, sales, and customer success to support current and prospective customers in all stages of their relationship with Aamplify. A member of the Aamplify management team reporting directly to Managing Director.

- **Relationship Management:** Responsible for growth and retention of client and stakeholder relationships across the portfolio.
- **Marketing, Communications and Digital Consultant:**
 - *lead vision for and implementation of clients' digital transformation including "Data Driven Marketing" to drive better decision-making across the marketing and sales teams.*
 - *developed digital marketing strategies to achieve relevant brand and sales targets KPI's.*
 - *created and implemented digital marketing operating frameworks and guiding principles.*
 - *managed annual marketing plans and budgets of tier 1 customers (ARR \$850K+), tier 2 customers (ARR \$550K+) and tier 3 customers (ARR \$250K+)*
- **Business Expansion Strategy:** Lead the productisation of Aamplify services in coordination with the Head of Product, creating a lead gen engine in the Australian market aimed at geographic expansion.
- **Revenue Maximisation:** Utilise the HubSpot marketplace to tailor and launch HubSpot theme products globally to boost digital product sales + brand recognition, realising additional revenue of 32% in 2020.
- **Sales Strategy and Business Development:** Total ownership of business development, commercial agreements, and forecasting. Achieved 65% revenue growth in 2021.

Aamplify, Auckland, New Zealand

CLIENT PARTNER

- **Business Planning:** Strategic account planning, digital strategy and marketing management across 15+ accounts - such as Accelerate, Kordia Group, Deloitte Private, Certus Solutions, Xero, WorkflowMax, Oneteam IT, IBM, RMS Cloud, Glow, Qrious, Xeneta, Re-leased Software.
- **Digital Strategy:** Development of full-funnel digital strategies for awareness, lead generation, customer engagement, product adoption, communities and ecosystem growth, and programmatic digital channel activity.
- **Customer Acquisition:** Managed annual account plans and budgets of tier 3 + 4 customers (ARR \$65k - 250K).

APRIL 2021-JULY 22

- JAN 2018- APRIL 2021

CERTIFICATIONS

HubSpot Solutions Partner Certification

HubSpot

Inbound Marketing Certification

HubSpot

Certification in Small Business Management

Te Wānanga o Aotearoa

AWARDS & HONOURS

2021

HUBSPOT IMPACT AWARDS

Best Website Award for generating pipeline

2020

HUBSPOT GLOBAL THEMES CHALLENGE - 2ND BEST WEB THEME GLOBALLY

Aamplify Product Marketing

EDUCATION

1998 - 2002

Bachelor of Design

Unitec Institute of Technology

HOBBIES

- Harriers
- Mountain Biking
- Hiking
- Surf Life Saving
- Reading
- Interior Design / Property Development

SIDE PROJECTS

- Oversee operations for my husband's construction company JW Builders

Employment + Experience

FEB 2015 - JAN 2018

Aamplify, Auckland, New Zealand

CLIENT MANAGER

Responsible for the delivery of customer campaigns and digital activities across client accounts. Providing efficient client liaison and project management to deliver projects and programmes on time and on budget.

- **Portfolio Management:** Managed 15-20 accounts, project timelines and delivery of digital campaigns, digital experience design and development, brand development, buyer research and CRM platform implementations.
- **Project Management:** Owned the development of activity plans, project timelines, and resources in liaison with Production Director. Owned briefing process both to internal and external teams.
- **Team Coordination:** Responsible for cross-function interactions with production teams and stakeholders to deliver projects into market

SEPT 2013- JAN 2015

Aamplify, Auckland, New Zealand

PRODUCTION DIRECTOR

- **Project Management:** Adhered to set targets and allocated budgets to ensure seamless business operations and on-time project delivery while directing, handling, and implementing campaigns and projects.
- **Team and Stakeholder Management:** Managing resourcing and building digital capabilities across the team.
- **Customer Relationship Management:** Oversaw production and aligned workflow to comply with specifications and deadlines, communicating with various stakeholders to resolve issues and strengthen relationships.
- **Performance Management:** Monitored and analysed production performance minimising expenses and boosting productivity.

DEC 2011- AUG 2012

Zeacom, Auckland, New Zealand

Zeacom is a software company based in Auckland, New Zealand, that sells Call Centre and Unified Communications software applications to customers worldwide through large vendors and accredited resellers.

PARTNER COMMUNICATIONS MANAGER

- **Partner Program Development:** Lead the development of the Zeacom partner framework and program, management the development of partner and end-user collateral in coordination with the marcomms team.
- **New Website and CMS Project Lead:** Project Managed Zeacom's website development process to guarantee on-time project delivery, managing extranet and marketing automation software development.
- **Team Lead:** Supervised content creators and graphic designers to create high-quality content for the website to engage customers, boosting traffic and conversion rates.

JUNE 2011- NOV 2011

New Zealand Trade and Enterprise (NZTE), Auckland, New Zealand

BUSINESS EVENTS MANAGER (NZ2011 RUGBY WORLD CUP)

The purpose of this role was to deliver top-notch events daily – sometimes up to 5 per day and ensure the voice of each interested party was heard, that the requirements for their organisations were met, keeping each entity in-check and positively collaborating together.

- Managed bookings and schedule at 'the cloud' event space.
- Oversaw all interested parties using the facility > Auckland Waterfront, Auckland Council, Auckland Chamber of Commerce, NZTE.
- Coordinated all event types – business meetings, boarding meetings, cocktail parties, sponsor events, rugby, and event schedule support.

PRIOR WORK EXPERIENCE

TENIX NZ

MARKETING AND BD CONTRACTOR

JAN – JUN 2011

MML CONSUMER PRODUCTS

BRAND AND PRODUCT MANAGER

MAR 2007 – JAN 2011

QVS GLOBAL

ART DIRECTOR

JAN 2004 – FEB 2006

BARNES ADVERTISING

ART DIRECTOR

FEB 2002 – DEC 2003

REFERENCES

AVAILABLE ON REQUEST