

# Luke Davies-Cooke

*B2B marketing professional with 14 years of experience working with global technology and software brands. I offer the strategic, creative, and analytical skills vital to a modern marketing team. This helps me to drive effective and measurable marketing activity for revenue-focussed B2B companies.*

## EXPERIENCE

### Nautilus Labs, London / Remote— Director of Marketing

MARCH 2023 - DECEMBER 2023 [Due to company wide redundancies]

As Director of Marketing at Nautilus Labs I led a team of three marketing and design specialists. The remit of my role covered the entire marketing function, with a particular focus on awareness, demand generation, and brand building. This included:

- Developing and launching a complete company rebrand, working closely with our in-house designer to create a range of assets.
- Rebuilding our company website to improve our search presence and improve the user experience. This activity resulted in a 50% increase in organic search impressions and a 52% increase in engagement time.
- Managing and implementing our SEO strategy, leading to a 33% increase in organic traffic in two months.
- Running our PPC and paid media, both creating the assets and copy as well as setting up and optimising the campaigns.
- Developing new messaging for our brand and 3x products, working closely with the product team and senior management to achieve this.
- Launching two multi-channel demand generation campaigns, resulting in 20 high quality sales leads.
- Kicking off a hyper-targeted ABM campaign to raise awareness of our solutions with existing customers to support sales expansion efforts, leading to 1000 views of campaign content.

### Encord, London — Head of Marketing

AUGUST 2022 - MARCH 2023

As Head of Marketing at Encord I was the first marketing hire, and built out the function to a team of four. My focus was on creating an inbound lead machine, a highly converting website, and an eye-catching brand. This increased organic traffic by 500% and doubled on-page conversion rates, contributing to month-on-month pipeline growth.

At Encord, my responsibilities included:

- Planning brand and website design and managing a team of three to deliver against the plan.
- Creating an SEO-focussed content calendar to create 15 blogs a month, working with three freelancers to deliver this content.
- Overseeing the entire SEO strategy and implementing recommendations from SEO agency (achieving a 500% increase in organic traffic)
- Managing G2 review creation, taking reviews from 0 to 34 in four months and moving us to 4th in our category, up from 9th.

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## QUALIFICATIONS

CIM Chartered Marketer

Hubspot Inbound Certification

Google Analytics Individual Qualification

Account Based Marketing Fundamentals course, LinkedIn

Marketing Tools: SEO course, LinkedIn

## SKILLS

Deep experience of paid media including LinkedIn, Twitter, and Google Ads

Highly proficient in Microsoft Office and Google Suite

Proficient in SEMRush, Google Search Console, and Google Analytics

Experienced in using Wordpress and Wix CMS

Good working knowledge of Adobe Illustrator, Adobe InDesign, and Figma

## INTERESTS

Writing, playing and listening to music

Gigging musician with [Absent Sons](#)

Fitness including running and mountain biking

Reading fiction

Reading and speaking French

REFERENCES AVAILABLE ON REQUEST

- Building Hubspot reporting dashboards and tracking spreadsheets to monitor marketing's contribution to pipeline.

## **Faculty, London — *Head of Marketing***

SEPTEMBER 2021 - AUGUST 2022

As Head of Marketing at Faculty, an applied AI scale-up, I led a six-person marketing team. In this role, I was responsible for setting the marketing strategy and actively executing this strategy alongside the rest of my team. During my time at Faculty, I helped define the overall brand and GTM strategy and implemented a lead scoring framework in Hubspot.

In this role my duties included:

- Creation of overarching marketing strategy for Faculty.
- Development of GTM strategy for new product.
- Planning and executing campaigns to support GTM strategy.
- Implementation of a custom lead scoring framework within Hubspot.
- Analysing and improving lead generation approach at Faculty.
- Direct line management responsibilities for three people, and dotted line responsibility for a further three.

## **Dialog Solutions, London — *Global Marketing Manager***

OCTOBER 2019 - SEPTEMBER 2021

As Global Marketing Manager for Dialog Solutions, I was responsible for all marketing activities. My role covered a range of tasks, from planning and budgeting to creating long and short-form content. I also relaunched the Dialog Solutions brand and created a new website. Despite being the only person on the marketing team, I delivered a 230% return on marketing spend and a 200% increase in SQLs.

The remit of my role included the following activities:

- Creation of overall global marketing strategy.
- Planning and delivery of Go-To-Market campaigns.
- Managing the Dialog Solutions website, including the creation of new content, SEO, and general maintenance.
- Running global paid media campaigns.
- Analysis and reporting on performance of campaigns against goals.
- Managing our event schedule for the year.
- Creation of physical and digital branding with Adobe InDesign and Illustrator.

## **Golin, London — *Associate Director***

FEBRUARY 2017 - OCTOBER 2019

## **Brands2Life, London — *Account Director***

FEBRUARY 2012 - FEBRUARY 2017

## **Aspectus PR, London — *Account Manager***

NOVEMBER 2010 - FEBRUARY 2012

## **Berkeley Public Relations, Reading — *Senior Account Executive***

JULY 2008 - NOVEMBER 2010

## **EDUCATION**

### **University of Reading, UK — LLB**

SEPTEMBER 2004 - JULY 2008

LLB (Hons) Law with Legal Studies in Europe: Overall grade: 2:(i)

### **Université Paris X Nanterre, France — DEJF**

SEPTEMBER 2006 - JULY 2007

Erasmus year at Université Paris X Nanterre in Paris, France, earning a Diploma in French Legal Studies (Diplôme d'études juridiques françaises)