

# Anna D'Amato

Marketing Specialist: Strategic Marketing & Marketing Growth

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10+

B2B AGENCY & BRANDS  
SCALED

TELCO · SAAS · TECH ·  
TOURISM · MEDIA

£40M+

REVENUE INFLUENCED ·  
CAREER

INTEGRATED MARKETING  
ACTIVATIONS

GLOBAL

MULTI-DISCIPLINARY  
TEAMS

EMEA · AMERICAS · APAC

3.2×

EMPLOYEE &  
LEADERSHIP  
ENGAGEMENT

CONTENT & VIDEO-FIRST  
NARRATIVE

## WHAT MY NETWORK SAYS

*"She's a pleasure to work with a client — clear, decisive, collaborative and friendly."*

**MATTHEW STIBBE · CEO, ARTICULATE  
MARKETING**

*"Anna leads by example, with integrity, clarity, and a consistently positive attitude."*

**JESSICA LAWRENCE · MARKETING  
MANAGER, ANUVU**

## PROFILE

Strategic marketing leader with 10+ years translating market intelligence, client insight and commercial drivers into positioning that wins work. Cross-functional by default — partnering with Sales and Product to shape opportunity definition, win strategy and storytelling across pursuits, presentations and thought leadership, treating proposals as platforms for positioning, not standalone deliverables.

Great positioning starts with clarity of purpose: when stories are grounded in evidence and values, pipeline follows.

## WHAT I BRING

### PURSUIT STRATEGY & WIN THEMES

Qualification-to-submission strategy. Translate intelligence into win themes and sharpen positioning across concurrent pursuits.

### STORYTELLING & VISUAL COMMS

High-impact proposals, pitch decks and thought leadership. Advanced InDesign; fluent Adobe CC, PowerPoint, Figma, Miro.

### DEMAND GEN & PIPELINE ACCELERATION

Full-funnel demand gen across paid, content, nurture and ABM. HubSpot × Salesforce workflows that compress lead-to-opportunity time.

### MARKET INTELLIGENCE & ANALYTICS

Competitive analysis and client insight across pursuits. Use data to sharpen messaging and evolve win strategy.

### AI & AUTOMATION FOR PURSUITS

AI, agentic workflows and automation across pursuit strategy, content and knowledge management.

### CAMPAIGNS & MARKETING OPS

Integrated campaigns from concept to activation. Marketing ops paired with CRM power (HubSpot × Salesforce): lead flow, scoring and attribution.

## SELECTED EXPERIENCE

### S2W Media

OCT 2024 TO PRESENT

London · Global

#### Global Marketing Director: Positioning, Narrative & Pursuit Support

- Built a **strategic marketing and positioning function from scratch** — a differentiated brand narrative that reframed how the firm wins work globally.
- Led a full **website rebuild and rebrand as a positioning platform**, lifting organic engagement **+45%** and giving leadership a clearer, more confident voice in market.
- Partnered with sales leadership on pursuit strategy, storytelling and enablement: architected HubSpot and Salesforce integration, video-first narrative content and multi-touch outbound, delivering **3.2× engagement, +35% awareness and 180%+ pipeline growth**.
- Integrated **AI and intelligent automation** into content development, knowledge management and pursuit support, cutting manual effort **~60%** and freeing the team for high-impact strategy.

### Radius

OCT 2022 TO JUL 2024

EMEA

#### Marketing Director: Strategic Positioning & Campaign Leadership, EMEA

- Acted as **strategic advisor to commercial leadership** across EMEA, leading planning sessions that connected market intelligence and client insight to win themes, campaign strategy and pursuit execution.
- Turned a single **\$30K event activation into \$400K of attributed pipeline (1,233% ROI)** by treating it as a positioning platform: pre, at and post-event storytelling, tailored collateral and structured stakeholder follow-up.
- Designed Salesforce lead-flow and decision frameworks that improved **marketing ROI by 25%**, sharpened forecasting and gave leadership clearer visibility across concurrent opportunities.

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**RingCentral**

2019 TO 2022

EMEA

**Senior Demand Generation Marketing Manager: Enterprise & Mid-Market**

- Led EMEA **positioning and integrated campaign strategy**, translating client insight into multi-channel storytelling (paid, webinars, content, nurture) that generated **+35% qualified opportunities and +20% MQL growth**.
- Built multi-touch nurture frameworks and engagement journeys that cut lead-to-opportunity time **by 25%** and strengthened conversion across the funnel.

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**Triboo Group**

2014 TO 2019

EMEA

**Director of Strategic Partnerships & Team Leader**

- Led strategic partnerships and **business development across EMEA**, shaping how the firm positioned and pursued new work with enterprise clients and co-marketing partners.
- Delivered **35% ARR growth over three years** and a **45% uplift in new-customer acquisition** through co-branded pursuits, partner-led BD and positioning campaigns.

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**Convertr Media**

JAN 2014 TO MAY 2018 ·

4 YRS 5 MOS

London · Full-time

**Demand Generation Manager | B2B & B2C | EMEA & AMER | SaaS**

- Delivered **30% of total company revenue** through client campaigns and new-product upsell.
- Built a robust **lead-scoring framework** and multi-touch demand-gen programmes that lifted B2B sales across EMEA and Americas.
- Executed strategic **Partner Marketing** initiatives that grew market share and brand visibility, alongside international technical training for clients and colleagues.

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**Warner Media**

2011 TO 2014

London · (formerly Time Inc.)

**Digital Marketing Manager: Editorial, Content & Audience Growth**

- Owned **editorial marketing and visual storytelling** across premium media brands, developing high-impact creative for campaigns, audience growth and brand positioning.
- Lifted website traffic **+40%** and social engagement **+30%** through content, SEO and integrated editorial campaigns; applied A/B testing to lift conversion **+25%**.

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**EDUCATION & CERTIFICATIONS****Vanderbilt University**

Specialisation: Agentic AI and AI Agents for Leaders (2025 to 2026)

**Vanderbilt University**

Prompt Engineering for AI Agents &amp; Model Context Protocol (2026)

**Cognitive Behaviour Consultant**

Human-led leadership &amp; consumer psychology

**Berkeley College, New York**

MBA

**Università di Napoli L'Orientale**

BA, Political Science

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**TOOLKIT****DESIGN & VISUAL COMMUNICATIONS**

Adobe InDesign (mastery) · Illustrator · Photoshop · Adobe Creative Cloud · Figma · editorial &amp; pitch design · high-impact proposals and presentation collateral

**MICROSOFT 365 & PRODUCTIVITY**

PowerPoint · Word · Excel · Keynote · Miro

**AI & AUTOMATION**

LLM-assisted content &amp; research · AI agents for pursuit support · agentic workflow automation · intelligent process automation · Model Context Protocol

**CRM, ANALYTICS & INTELLIGENCE**

HubSpot (architecture, workflows, lead scoring) · Salesforce (CRM, reporting, automation) · Google Analytics &amp; GA4 · Tableau · competitor &amp; market research

**COLLABORATION & KNOWLEDGE MGMT**

Monday.com · Notion · cross-functional PM · marketing operations &amp; knowledge systems