

# Anna D'Amato, Marketing Director

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## LINKS

[linkedin](#)

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## PROFILE

As a B2B Marketing Director with a proven track record in customer acquisition, and user engagement, I excel in implementing innovative strategies. My expertise includes demand generation, strategic partnerships, and aligning sales and marketing efforts. Driven by empathy and positive thinking, I'm ready to elevate your company's marketing strategy.

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## SKILLS AND EXPERIENCE

- Strategic Marketing & Pipeline Management

Led and enhanced marketing strategies using Account-Based Marketing (ABM), digital, and social media, developing an omni-channel demand generation plan targeting all audience segments. Employed a data-driven approach with advanced analytics to track KPIs, pinpoint growth opportunities, and inform strategic decisions, maintaining agility and customer focus. Applied lean methods to reduce inefficiencies by 20%, boosting sustainable growth and ROI.

- Leadership & Team Development

Led and developed high-performing marketing and sales teams, surpassing targets and promoting continuous improvement. Skilled in leading dynamic teams and mentoring talent to reach their potential. Active member of the Marketing Leadership Team (MLT), Senior Leadership Team (SLT) for Telco, and the Diversity and Inclusion committee.

- Cross-Functional Collaboration

At Radius, I prioritised aligning sales, product marketing, and other teams, enhancing collaboration that led to cohesive go-to-market strategies and a 25% quarterly revenue increase. I conducted regular cross-departmental workshops and strategy sessions to align on objectives and metrics, improving communication and morale while reducing operational inefficiencies by 15%.

- Vision & Industry Adaptation:

In a rapidly changing industry, I have become nimble and proactive. I excel at influencing stakeholders and driving visions that align with corporate goals. My problem-solving skills and adaptability ensure effective navigation and leadership through industry shifts.

- Marketing Operations:

In previous roles, I implemented a framework that streamlined workflows, improving productivity. Using tools like Marketo and Pardot, I optimised lead management, boosting conversion rates by 30% and reducing campaign launch times by 40%. I also developed a system for tracking marketing data, informing strategy, and ensuring continuous improvement.

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## EMPLOYMENT HISTORY

Oct 2022 — Present

### Marketing Director|B2B|EMEA|IoT-Telecoms, Radius

London

1. Developed and executed comprehensive marketing strategies that increased brand awareness by 25%, acquisition by 35% and retention by 15%.
2. Led a team of Marketers and BDRs to optimise digital campaigns, ABM and Lead generation programmes resulting in a 45% increase in engagement; 28% LtoO% and ultimately 15% LtoCW%.
3. Implemented data-driven decision-making processes, improving ROI on marketing spend by 25%.

Jan 2019 — Oct 2022

### Senior Demand Generation Marketing Manager|B2B|EMEA|SaaS, RingCentral

London

1. Led a team of Marketers and BDRs
2. Designed and launched integrated targeted campaigns that generated a 35% increase in qualified leads.
3. Utilised marketing automation tools to streamline lead nurturing, reducing lead conversion time by 25%.
4. Implemented advanced analytics to track and optimise campaign performance, achieving a 20% growth in MQLs

Feb 2018 — Jan 2019	<b>Director Of Strategic Partnerships-Media B2B-B2C EMEA+APAC, Triboo Group</b>	London
	<ul style="list-style-type: none"> <li>• Spearheaded a series of initiatives that resulted in substantial Business Growth over the course of three years. Resulting in 35% ARR increase.</li> <li>• Performance Team Leader.</li> <li>• Implemented innovative strategies for Driving Growth, resulting in a 45% increase in leads and customer acquisition.</li> </ul>	
Mar 2014 — Jan 2018	<b>Demand Generation Manager B2B-B2C EMEA+AMER SaaS, Converttr</b>	London
	<ol style="list-style-type: none"> <li>1. Executed multi-channel demand generation strategies, resulting in a 30% boost in lead acquisition.</li> <li>2. Managed and optimised PPC and SEO campaigns, enhancing overall campaign ROI by 25%.</li> <li>3. Developed and maintained a content calendar, aligning marketing efforts to drive a 20% increase in website traffic.</li> <li>4. Spearheaded the EMEA affiliate programme.</li> </ol>	
Jun 2012 — Mar 2014	<b>Digital Marketing Manager B2C EMEA Media, Time, Inc. now Warner Media</b>	London
	<ol style="list-style-type: none"> <li>1. Developed and executed digital marketing campaigns, achieving a 40% increase in website traffic.</li> <li>2. Optimised social media strategies, resulting in a 30% growth in follower engagement.</li> <li>3. Implemented A/B testing and analytics tools to refine ad performance, boosting conversion rates by 25%.</li> <li>4. Subscription and Social Media Management</li> </ol>	
Jan 2008 — Jun 2012	<b>Digital Marketing Executive B2C EMEA Travel &amp; Entertainment , MSC Cruises</b>	Naples
Sep 2005 — Jan 2008	<b>Tour Operator Agent B2C B2B Travel &amp; Entertainment , Marnik Tour s.r.l.</b>	Salerno

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**EDUCATION**

Jun 2004 — Sep 2005	<b>Masters Degree , BERKELEY COLLEGE</b>	New York City
Sep 2001 — Jun 2004	<b>Bachelor of Science, University L'Orientale</b>	Naples

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<b>LANGUAGES</b>	English	Highly proficient	Italian	Native speaker
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<b>HOBBIES</b>	Skiing, Wine Tasting, Building Websites, Improve my AI prompts, Content Creator
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<b>WORKING STATUS</b>	<b>U.K. Permanent Resident-Settled Status</b>
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