

GARY DALTON

Over 20 years of agency and client side performance marketing, strategy and product development experience, delivering success, driving rapid growth and building high performing marketing teams.

PROFESSIONAL SKILLS


- Digital & Performance Marketing
- Product Development
- Digital Transformation
- Client Servicing & Account Management
- Business Strategy & Planning
- Leadership
- Marketing Strategy
- Digital Marketing & Analytics
- Customer Acquisition
- Campaign Management
- Customer Retention
- Software Development
- Marketing Communications
- Public Relations
- Social Media
- Partnerships & Sponsorship
- Relationship Management
- Negotiation
- Market Research
- Project Management
- P&L Management
- Commercial Acumen
- Business Development

PERSONAL INFO

- British
- A child of the (mid) seventies
- UAE driving licence & car
- References available upon request

CONTACT

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ABOUT

A highly experienced, analytical and passionate performance marketing and digital transformation professional and team leader with over 20 years of success, building brands and creating real business growth for blue chips, SMEs and start ups alike, on both the client and agency side.

MY NEXT CHALLENGE

I want to use my considerable business and marketing experience and knowledge to help grow and progress the next organisation I work for. As an integral part of the team I would want to make a significant impact by bringing about positive change, new ways of working and delivering continuous improvements to drive growth.

KEY ACHIEVEMENTS

- Set up and established a successful new digital performance marketing and web development agency (Zoom Digital) from scratch, recruited and built a team of 35 professionals, drove new business and fostered a dynamic, positive working environment
- Responsible for the creation, development and launch of a brand new property portal ZoomProperty.com in Dubai and quickly establishing it in the market
- Founding member of Flubit.com, delivering highly successful product development, brand and customer acquisition strategies that helped them to become the 2nd biggest e-commerce market place in the UK
- Instigated, negotiated and landed a multi million pound partnership agreement with Barclaycard, whilst at Flubit
- Achieved a 150% increase in annual billable revenue whilst at London based design agency Juice

EDUCATION & QUALIFICATIONS

BSc (Hons) BUSINESS STUDIES WITH MARKETING
University of Plymouth | 1995 to 1999
GRADE 2:1

CHARTERED INSTITUTE OF MARKETING, ADVANCED CERTIFICATE
Kingston University | 2000 to 2001

A-LEVELS (3) & GCSE (9)
Sutton Grammar School | 1987 to 1994

GARY DALTON

"A highly experienced marketer with a strong record of performance, I've always been deeply passionate about the brands, companies & organisations I work with and have worked relentlessly to ensure their success."

PERSONAL SKILLS

- Creative, entrepreneurial spirit
- Strategic & commercial thinker
- Dedicated, passionate & extremely reliable
- Highly organised with the ability to juggle vast workloads
- Thrives on pressure and tough deadlines
- Highly motivated and motivational
- Strong relationship builder
- Effective communicator and influencer

A COUPLE OF REVIEWS

"Gary is fantastic! A genuine team player and a strong leader, successfully managing a growing marketing team at Flubit and taking a fledgling startup through to an established marketplace transacting many millions a year."

Bertie Stephens, CEO of Flubit.com

"It was amazing to work with Gary and I personally and professionally learnt a lot from him. Always led from the front and got the best out of everyone. Extremely focused and result oriented. Highly recommend him!"

Aun Asif, Marketing Manager at Zoom Digital

RECENT EXPERIENCE

MANAGING DIRECTOR

Zoom Digital, Dubai

March 2016 - Present

- Set up and established a new digital marketing agency in Dubai
- Recruited and built a team of 35, including developers, designers and digital marketing specialists
- Managed teams that delivered success and growth across multiple clients through utilising channels such as paid search and social, SEO, programmatic advertising
- Responsible and accountable for the strategic direction and business development of the company
- Grew the business and managed all aspects of the operation including sales, finance, strategy and HR

MARKETING & OPERATIONS DIRECTOR

ZoomProperty.com, Dubai

April 2017 - Present

- Scoped, created, developed and launched this hi-tech new property portal to the Dubai market and continue to ensure Zoom Property's success
- Increased brand awareness through PR, above the line campaigns and digital marketing activity
- Managed and grow the team, helping them to succeed, oversee the marketing activity, manage all operational aspects, develop the product roadmap and support business development.

HEAD OF MARKETING & PARTNERSHIPS

Flubit.com, London

July 2012 - February 2016

- Recruited to launch Flubit.com, build a marketing team, develop the brand and marketing strategy, drive new customer acquisition and deliver rapid business growth for this eCommerce start up
- Created, oversaw and delivered all marketing programmes to drive brand awareness, new user acquisition and retention of existing customers across digital advertising, social media, PR, partnerships, email, content marketing (SEO) and above the line campaigns.
- Directly responsible for delivering a multi million pound partnership agreement with Barclaycard

SOME ADDITIONAL EXPERIENCE

DIRECTOR OF CLIENT STRATEGY

Juice by Design, London

Oct 2008 to Apr 2013

MARKETING DIRECTOR

Approved Properties Abroad, London

Jan 2008 to Oct 2008

MARKETING MANAGER

Rank Group, Maidenhead

Mar 2007 to Dec 2007

MARKETING MANAGER

Walt Disney Company, London

Jul 2006 to Feb 2007