

# Dan Hills | CV | Paid Media & Marketing

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## Executive Summary

Marketing Strategy Leader with 10+ years of experience driving brand and performance outcomes through data-driven strategies. Expertise in integrating traditional and digital channels, fostering brand connections, and collaborating across NAM, EMEA, and APAC. Proven skills in campaign management, data analysis, and strategic leadership, delivering measurable results for clients like Visa, Apple, Sony, Virgin, Shell, and Luxottica. Passionate about planning and knowledgeable about consumers, culture, and business influences. Excels in presenting impactful ideas. Seeking to contribute strategic acumen and leadership skills to a forward-thinking organization.

## Media + Marketing Expertise

Digital Strategy, Digital Marketing, Data Driven Storytelling, Business Strategy, Business Management, Data Segmentation, Customer Profiling, SSP, DSP & DMPs. Social Planning, Econometric Testing, Digital Branding, Emerging Media

## Digital Focus

Analytic systems; Google Analytics, GA4, Data Driven Media, Brand Safety & Ad Verification, Mobile Marketing Solutions, Programmatic Media, Social Media Marketing, DV360, Automated Marketing Solutions,

## Commercially Driven

Pipeline Development, Unique Sales Proposition, Key Account Management, Revenue Generation, Growth Strategy, Revenue Planning, Revenue Forecasting, Revenue Reporting, Data Analytics, Go-to-Market Solutions, Bespoke Solutions

## Team Leadership

People Management, Team Leadership, Talent Coaching, Performance Management, Talent Recruitment.

## Soft Skills

Leadership, Business Focus, Commercial Focus, Opportunity Spotting, Market Connected Partnering & Collaboration, Solution Ownership, Interpersonal Skills, Communication Skills, High-Energy Integrity,

## Qualifications

PhD (pending) Marketing Practices in the Post-Digital Era, Bournemouth University, |  
Master of Arts, Marketing Communications |  
Bournemouth University

## Interests

DIY'er, Golf hacker, Village Milkman, Qualified powerboat pilot, Miniature Schnauzer parent, Stand-up comedy performer by night.

## Professional Experience

### Performance Media & Strategic Execution | Portland Rock | January 2016 – Present

As a performance media and marketing expert at The Portland Rock Consortium, I collaborate with like-minded freelancers to develop and implement strategic plans that drive brand and performance outcomes for a variety of clients across EMEA and APAC. With a strong focus on data-driven strategies and innovative media solutions, I leverage tools such as Looker Studio, Power BI, Google Performance Max, and Meta Campaign Planner to enhance client interactions and deliver measurable results. Additionally, I blog about key media and performance marketing topics, sharing insights and best practices with a broader audience. Developed and implemented strategic plans to drive brand and performance outcomes. Collaborated with like-minded freelancers. Managed global media accounts across EMEA and APAC. Utilized tools such as Looker Studio, Power BI, Google Performance Max, and Meta Campaign Planner. Devised a marketing strategy for the launch of "The Bard of Scotch," increasing campaign efficiencies by 45%. Consistently drove success for clients through performance-driven digital campaigns.

### Founder, Director | Robbie Burns Whisky Company | January 2024 - Present

As the UK-based operations and marketing leader for Robbie Burns Whisky since February 2023, I spearheaded the launch of "The Bard of Scotch," an innovative new product aimed at the UK market. My role involves refining supply chain processes, establishing partnerships with local retailers and distributors, and crafting a narrative that seamlessly blends the brand's rich heritage with modernity. By integrating innovative performance marketing strategies, I effectively introduced this distinct offering to consumers who appreciate both tradition and modernity in their spirits. Spearheaded the launch of "Bard of Scotch" product across selected APAC markets. Refined supply chain processes for optimal efficiency. Established fruitful partnerships with local retailers and distributors. Crafted a narrative that blends the brand's rich heritage with modernity. Integrated innovative multi-lingual and multicultural performance marketing strategies to reach target consumers.

### Global Digital Director | MOI

### Global | March 2021 - January 2022

I specialized in developing and executing comprehensive marketing strategies that drove brand and performance outcomes through a mix of paid, owned, and earned

media channels. Leading marketing strategies for major B2B clients such as Sitecore and Rapyd, I managed an annual media investment of \$12 million across North America, EMEA, and APAC. My expertise encompassed SEO, audio-visual marketing, account-based marketing, conversion rate optimization, and data analytics, enabling rapid campaign execution and achieving resonant strategies for diverse target audiences. Specialized in developing and executing comprehensive marketing strategies. Drove brand and performance outcomes through a mix of paid, owned, and earned media channels. Led marketing strategies for major B2B clients, including Sitecore and Rapyd. Managed an annual media investment of \$12 million across North America, EMEA, and APAC. Expertise in SEO, audio-visual marketing, account-based marketing, conversion rate optimization, and data analytics. Enabled rapid campaign execution and created resonant strategies for diverse target audiences.

### Global Digital Media Director | Shell International | March 2016 - January 2017

As the Global Digital Performance Director for Shell International from March 2016 to January 2017, I managed the global media account for the Shell Brand across 15 diverse markets. I developed a comprehensive media approach, balancing global strategy formulation with hands-on implementation to meet client expectations and engage audiences effectively. This role enhanced my skills in integrated media strategy and client management. Managed the global media account for the Shell Brand across 15 markets. Developed a comprehensive media approach. Balanced global strategy formulation with hands-on implementation. Met client expectations and effectively engaged audiences. Enhanced skills in integrated media strategy and client management.

### Head of Digital Media | Hearts & Science ANZ | June 2013 - January 2016

As the Head of Digital Media at Hearts & Science (m2m Australia), I played a key role in transitioning the former OMD conflict department into an Omnicom Media Group agency. I led the digital product portfolio for major clients like Apple, Beats by Dr. Dre, and Audible, focusing on strategy implementation and business development. Our achievements included multiple awards and a Cannes Media Lion nomination, securing new business wins and driving significant growth in the digital team. Transitioned the former OMD conflict department into an Omnicom Media Group agency. Led the digital product portfolio for major clients like Apple, Beats by Dr. Dre, and Audible. Focused on strategy implementation and business development. Achieved multiple awards and a Cannes Media Lion nomination. Secured new business wins such as Hoyts Cinemas and Sony Pictures. Drove 220% growth in the digital team over three years.

### Various Roles | Media & Marketing| June 2013 - January 2016

I've mastered strategic media planning and digital marketing through leading global marketing strategies

and managing accounts for brands like Sony, Hilton, and Virgin. My expertise spans integrated media strategy, client management, and innovative marketing solutions that deliver tangible results. I've honed top-notch communication and people management skills, and I'm passionate about driving brand and performance outcomes through my work. Keep honing your skills and let your passion shine! Strategic Planning Digital Marketing Client Management Media Integration Performance Analytics Campaign Execution Content Creation