

Contact

5 South Chappel St. Edinburgh, EH2
4AN
07841785633 (Mobile)
danhills@consultant.com

www.linkedin.com/in/danhills
(LinkedIn)
www.BardofScotch.com
(Company)
PortlandRockConsortium.co.uk
(Blog)

Top Skills

Brand Strategy
FinTech
Ad Exchanges

Dan Hills

Paid Media Leadership
United Kingdom

Summary

Experienced Marketing Professional | Paid Media | Strategic Planning

With over two decades of experience in the marketing industry, I specialize in developing and executing high-impact paid media campaigns. My expertise spans across programmatic advertising, search, social media, data analysis, strategic planning, implementation, testing, and client leadership. I have successfully managed multi-million dollar campaigns for high-profile brands, delivering exceptional results and driving business growth.

Key Skills & Expertise:

Programmatic Advertising: In-depth knowledge of demand-side platforms (DSPs), supply-side platforms (SSPs), and advanced targeting techniques to optimize ad spend and maximize ROI.

Search Advertising: Proficient in creating and managing search ad campaigns that drive high-quality traffic and conversions.

Social Media Advertising: Skilled in leveraging social media platforms to build brand awareness, engage target audiences, and generate leads.

Data Analysis: Expertise in using data-driven insights to inform marketing strategies, optimize campaigns, and measure performance.

Strategic Planning: Strong ability to develop comprehensive marketing strategies that align with business objectives and drive results.

Campaign Implementation & Testing: Experienced in executing marketing campaigns from inception to completion, including A/B testing and performance optimization.

Client Leadership: Proven track record of leading and managing client relationships, ensuring satisfaction, and delivering results.

Interests & Goals:

Staying current with industry trends and advancements in marketing technology. You can read my thoughts on my blog: www.PortlandRockConsortium.co.uk

Exploring new marketing roles and opportunities to further professional growth.

Continuously improving and staying ahead in the field of marketing through ongoing learning and adaptation to new technologies.

Experience

Portland Rock

Media Planning + Performance Media Consultant

January 2016 - Present (9 years 2 months)

Osprey Quay, Portland DT5 1DX

Paid Media | Digital Performance | eCommerce Marketing

Expertise in paid media, data analytics, performance marketing, programmatic display, social media, and search advertising

Proficient with CRM platforms (Salesforce, Hubspot, Insightly)

Proven track record in eCommerce strategies across industries (travel, entertainment, technology, finance, automotive)

Delivers ROI through integrated marketing strategies

Experienced in building and leading teams specializing in business strategy, strategic communications, and project management

Seeking strategic eCommerce marketing opportunities in the travel, automotive, and technology sectors, open to relocating to Scotland

Experience:

Digital marketing and media professional since 2002

Currently delivering brand and performance media solutions to the B2B IT SaaS industry

Part-time milkman and pub manager

Key Skills and Interests:

#PaidMedia #DataAnalytics #PerformanceMarketing #Programmatic
#SocialMedia #SearchAdvertising

#Marketing #eCommerce #Media #Data #Digital #Strategy #Transformation
#Brand #Performance

#Leadership #Insights #Research #Mentor

#EMEA #APAC #UK #ANZ

Robbie Burns Whisky Co.

Founder Director

February 2023 - January 2025 (2 years)

Edinburgh, Scotland, United Kingdom

Expertise in Paid Media:

I have successfully managed and executed comprehensive paid media campaigns across social media and search platforms, driving brand awareness and engagement for the Robbie Burns Whisky Company.

Data-Driven Insights:

I utilize advanced data analytics to monitor campaign performance, optimize ad spend, and achieve significant ROI, ensuring that every marketing dollar spent delivers maximum impact.

Programmatic Advertising

I have implemented programmatic display advertising to reach targeted audiences efficiently and effectively, increasing brand visibility and customer acquisition.

Content Syndication:

I developed and syndicated high-quality content that resonates with whisky enthusiasts, highlighting the unique qualities and stories behind each limited batch release.

AV Media Strategies:

I leverage audio-visual media, including video and digital TV advertising, to create immersive and captivating brand experiences that connect with consumers on a deeper level.

Integrated Marketing Approach:

I apply a holistic marketing strategy that integrates various channels and tactics, creating a cohesive brand narrative and driving consistent messaging across all touchpoints.

Performance Optimization:

I continuously optimize campaigns based on real-time data, adapting strategies to meet evolving market trends and consumer preferences, ensuring sustained performance and growth.

MOI Global

Global B2B Paid Media Director

March 2021 - January 2022 (11 months)

London Area, United Kingdom

As B2B Paid Media Director, I was responsible for developing and executing data-driven paid media strategies to drive brand awareness, lead generation, and customer acquisition. My primary clients were Sitecore and Rapyd Payments.

The role will required the leadership across various paid media channels, including search, programmatic, content, social media, and eDM. I also had the responsibility of leveraging CRM systems, including Salesforce and HubSpot, and Account-Based Marketing (ABM) to optimize campaign performance and propel our business objectives.

Strategic Planning & Execution:

Develop comprehensive global paid media strategies that align with overall marketing goals and business objectives.

Manage and optimize campaigns across multiple platforms, including Google Ads, social media (LinkedIn, Facebook, Twitter), programmatic networks, and email marketing (eDM).

Account-Based Marketing (ABM):

Collaborate with sales and marketing teams to implement ABM initiatives targeting high-value accounts.

Utilize insights from CRM systems to tailor campaigns specific to target audiences.

Performance Analysis & Reporting:

Monitor, analyze, and report on the performance of all paid media activities.

Utilize analytics tools to measure ROI, optimize campaigns, and drive continuous improvement.

Lead and mentor a team of marketing professionals, fostering a culture of creativity and data-driven decision-making.

Work closely with content creators to develop compelling ad copy and visuals that resonate with target audiences.

Stay abreast of industry trends, emerging technologies, and best practices in paid media, ensuring our strategies remain competitive and effective.

Identify and test new channels, tools, and technologies that can enhance our paid media effort

Shell

Media Director

March 2016 - January 2017 (11 months)

London, United Kingdom

As a seasoned digital marketing professional with a fervent passion for driving results through integrated marketing communications, I have had the privilege of managing the global media account for Shell Brand across 15 diverse markets. With a media budget that hovers around \$18.5 million USD, my role has been both challenging and exhilarating, allowing me to blend creativity with analytics while spearheading innovative campaigns that resonate with audiences worldwide.

A Global Vision: #MakeTheFuture

At the heart of my responsibilities has been the compelling #MakeTheFuture campaign, a powerful initiative that embodies Shell's unwavering commitment to renewable energy, especially in developing markets. This campaign is not just a marketing effort; it's a movement aimed at inspiring change and fostering

sustainable practices. My role has been pivotal in translating this vision into actionable strategies across multiple regions, with high-impact events held in iconic cities such as London, Singapore, and Boston.

Leading an Exceptional Team

A key ingredient in our success has been the extraordinary team of media planners, programmatic traders, social media executives, search professionals, and traditional media specialists that I have the honor to lead. Together, we cultivate a culture of creativity and performance marketing that is grounded in data-driven insights. This collaborative environment not only enhances our strategy but also fosters personal growth and professional development among team members.

By leveraging each individual's strengths and encouraging open communication, we have created a powerhouse team capable of tackling complex challenges and delivering exceptional results. Our diverse skill set allows us to craft multi-faceted marketing strategies that seamlessly integrate digital and traditional media, ensuring that our message reaches the right audience at the right time.

MediaCom

Media Director

March 2016 - January 2017 (11 months)

London, England, United Kingdom

Managing the global media account for Shell Brand across 15 global markets delivering on a media budget circa \$18.5 M USD. The core campaign was delivering upon the #MakeTheFuture global brand message demonstrating Shell's continued dedication to renewable energy, particularly in the developing world markets. MakeTheFuture events in London, Singapore and Boston, USA. My role involved overseeing a team of talented media planners, programmatic traders, social media executives, search professionals and traditional media teams.

Hearts & Science

Head of Digital Media Product - ANZ

June 2012 - December 2015 (3 years 7 months)

Sydney, Australia

With a steadfast commitment to driving results and fostering excellence, I have carved a niche in the realms of partnerships, programmatic media, social

media, search, and e-commerce, positioning myself as a catalyst for change and growth.

At the core of my mission is a passion for digital media excellence. My journey has equipped me with the expertise to navigate the complexities of the digital landscape, leveraging the power of performance marketing to unlock new avenues for success.

I have taken on the pivotal role of guiding thought leadership within the digital arena. My responsibilities extend to crafting best practices and strategic planning that not only resonate with our clients but also elevate their brands to new heights.

In the age of digital transformation, my focus has been on spearheading initiatives that reshape the way brands communicate with their audiences. I have championed a holistic approach to digital media and communications, driving transformation that empowers our clients to engage meaningfully with their customers.

Through forging strategic partnerships and harnessing the power of programmatic media, I have been instrumental in developing campaigns that deliver measurable results. My proactive approach to identifying opportunities for growth has resulted in numerous client wins, solidifying our position as leaders in the digital marketing space.

Mentorship is a fundamental aspect of my leadership style, where I strive to nurture the next generation of marketing professionals. By sharing my insights and experiences, I aim to cultivate a culture of continuous learning and innovation within my team.

Effective stakeholder management is critical in ensuring alignment and collaboration across various teams and departments.

clients including ;

#Apple

#iTunes

#beats by dr. dre

#Nivea,

#Hoyts Cinemas,

#Luxottica

#Sony Pictures Entertainment,

#Audible by Amazon,

#Macquarie

OMD Australia

Interactive Media Director

March 2013 - June 2014 (1 year 4 months)

Splitting time between running the digital media operation for m2m (Hearts & Science) and overseeing digital media strategy and implementation for Roadshow Pictures.

OMD International

Digital Director

September 2011 - February 2013 (1 year 6 months)

Kings Cross, London, United Kingdom

- Leading the Sony Entertainment Network account across 14 PAL markets. Predominantly digital media planning and buying but with a lot of data and some off line media implementation involved.
- Planning and implementing efficient and effective performance digital media buys to maximise ROI
- Working primarily in display media but also advising on Search (SEO and PPC) and Social Media strategies.
- Working with closely with our Strategy Director to ensure we deliver a consistent roll-out of strategy across all markets, both digitally and offline.

Manning Gottlieb OMD

Account Director

February 2011 - July 2011 (6 months)

as part of the OMD Group, I held the position of Account Director on lastminute.com and Virgin Atlantic.

Folk Digital

Business Director

May 2010 - February 2011 (10 months)

My responsibilities is to ensure we as an agency deliver digital marketing and strategy excellence for all our clients.

Redweb

3 years 3 months

Search Director

February 2007 - April 2010 (3 years 3 months)

Account Manager

February 2007 - April 2009 (2 years 3 months)

Redweb

Bournemouth University

1 year 9 months

Media planning lecturer, researcher and supervisor

January 2007 - September 2008 (1 year 9 months)

Bournemouth, England, United Kingdom

I supervise the advertising, media and journalism students through their dissertations and lecture the media planning unit for our second years. My Doctoral research focuses upon advertising practices in the context of a post-digital media era. Working within the Faculty of Media and Communications, I research professional advertising communities of practice. I base my research upon the theoretical framework of Practice Theory, researching interactivity between advertisers, agencies, publishers (media owners) and technology platforms to understand the state of play within contemporary advertising delivery processes and outcomes through the delivery of multi-channel advertising campaigns.

When I am not researching, I am supervising various students along their dissertation thesis journey and also lecturing in media planning and digital marketing.

Researcher

October 2007 - June 2008 (9 months)

Bournemouth, England, United Kingdom

Manning Gottlieb OMD

Senior Digital Planner Buyer

November 2003 - September 2005 (1 year 11 months)

Planned digital media for Virgin, Warner Bros, More Th>n and Mitsubishi

i-level

Planner

January 2003 - October 2003 (10 months)

London, Greater London, United Kingdom

Education

Bournemouth University

Doctor of Philosophy - PhD, Advertising Practices · (2017 - 2025)

Bournemouth University

Master of Arts - MA, Marketing Communications · (2001 - 2002)

University of Winchester

2:1, Business Studies · (1997 - 2001)

Brockenhurst College

A Levels, Geography, Economics, Sport Studies · (1995 - 1997)