

Paul Chester

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An Entrepreneurial and Dynamic Marketing Leader, with over 25 years of experience in crafting data-driven marketing strategies that deliver measurable results. Proven track record in leading omnichannel campaigns across both B2B and B2C markets, with deep expertise in PPC, SEO, SEM, SMM and CRM systems. Recognised for strong leadership skills in building and guiding high performing, engaged teams and for inspiring innovation that consistently drives business growth and competitive advantage through hands-on technical abilities and strategic insight.

Key skills & Competencies

- **Digital Marketing:** SEO, PPC, SMM, Social Media, Email, Native, Strategy/Implementation
- **CRM Systems:** Salesforce, Salesforce Marketing Cloud, Hubspot, Bespoke Systems
- **Full-Stack Web Development:** HTML, JavaScript, CSS, PHP, C# .NET, ASP, MSSQL, MySQL
- **Data Analysis & Automation:** Google Analytics, Tableau, Excel VBA, Bespoke tool development
- **Leadership and team building:** Inspiring innovation, driving performance, and fostering collaboration and developing talent through training, mentorship and knowledge sharing.

Employment History

Harbour Rock Capital (Rebranded from Portafina in July 23) Digital Marketing Manager (Leading the client acquisition team)	May 2018 – present [6+ Years]
<p>Directed the client acquisition team at this leading financial advisory firm, specialising in pensions advice. Managed a £3m budget across digital and offline channels, lead a team of 7 and ensured adherence to all financial regulations.</p> <p>Key Achievements</p> <ul style="list-style-type: none">• Budget Expansion & Management: Scaled the digital marketing budget from £360k to £1.3m within two years, integrating an additional £1.8m direct mail budget. Achieved while maintaining acquisition cost and quality targets.• Team Growth & Development: Scaled team from 1 to 7, integrating digital marketing and sales while mentoring and upskilling staff. Drove a 30% increase in team productivity by building tools to streamline bottlenecks in efficiency.• PPC Management: Transitioned PPC in-house, resolving agency issues and driving substantial growth. Scaled from £7k to £60k pm+ while reducing CPA's and improving quality. First to market on sub channels (Google Discovery, Google Performance Max).• Web Development: Rebuilt primary and subsidiary websites end-to-end, saving tens of thousands in outsourcing. Built bespoke tracking system specific to our needs.• CRM & Analytics: Spearheaded the implementation of Salesforce Marketing Cloud (technical project lead), optimising customer journeys and enhancing data-driven decision-making across teams.• Project Management: Launch of PensionEgg (new brand), spearheaded the project from concept to delivery. Heavily involved in rebrand from Portafina to Pension Access including website rebuild and transition of all acquisition channels.	

- **Marketing ROI:** Developed custom dashboards and tools for data analysis and performance tracking. This cut common analysis time by 50% and allowed early indicators within paid ads to be a clear driver for dynamic budget optimisation.
- **Innovative Onboarding System:** Created a bespoke digital onboarding system, end-to-end development and implementation. Saving £140k+ annually in print and postage.
- **Reputation Management:** Successfully and consistently improved organic reputation through targeted in-house strategies. Shifted brand search sentiment from 60% to 90% positive.

Freelance Digital Marketing & Web Development Consultant

March 2017 – May 2018
[14 Months]

Provided digital marketing and website development services to SMEs, with a focus on FinTech and B2B payment processing sectors. Managed short-term contracts while advancing personal projects, including a custom platform for managing hand-coded websites.

Key Achievement

- **Enhanced Online Presence:** Delivered impactful digital marketing solutions that significantly improved online visibility and drove growth for SME's.
- **High-Profile Opportunity:** Recruited by Portafina due to exceptional freelance performance.

Paymentsense Head of Online Marketing

March 2010 – March 2017
[7 Years]

Spearheaded the strategy and execution of all online marketing channels for Paymentsense, playing a key role in propelling it from a startup to the largest merchant services company in the UK.

Key Achievements (role)

- **Operations Management:** Managed entire online marketing operations for 12 months, creating strategies and delivering on growth targets before establishing a high-performing team.
- **PPC Scaling Success:** Increased PPC budget from £10k to £250k per month, driving significant growth in a highly competitive market.
- **SEO Success:** Achieved and maintained top 10 SEO rankings in competitive markets, driving consistent organic traffic growth while adhering to budget targets.
- **Strategic Marketing Launches:** Developed and implemented initial marketing strategies for two additional founder-owned businesses.
- **Team Development:** Mentored 3 interns and built a team of 5 specialists, enhancing overall marketing capabilities. Interns have gone on to have excellent marketing careers.
- **Internal Tool Development:** Built automation tools, user interfaces, and Excel mashups for internal use. Turning convoluted tasks into a single click to drive efficiencies.
- **Sales Support Websites:** Created bespoke code management system and launched 22 extremely optimised SEO websites to support individual sales initiatives, driving local opportunities for regional sales people.
- **Lead Distribution Automation:** Built an Automated lead distribution system for EPoS partners, reducing sales response time from 10 minutes to under 60 seconds.
- **Expertise:** Presented to an audience of over 100 people (Sales conference), multiple times, detailing the acquisition process and fielding questions.

Freelance Digital Marketing & Web Development Consultant	September 2009 – March 2010 [6 Months]
<p>Provided website development and digital marketing services to SMEs, effectively re-launching and revitalising their online marketing strategies.</p> <p>Key Achievement</p> <ul style="list-style-type: none"> • Enhanced Online Presence: Delivered impactful digital marketing solutions that significantly improved online visibility and drove business growth for SMEs. • High Profile Recruitment: Recruited by Paymentsense as Head of Online Marketing, selected from over 100 applicants due to exceptional performance. 	

Web Development & Online Marketing Manager. Proquis Ltd.	September 1999 – August 2009 [10 Years]
<p>Directed website development, SEO/SEM, and online marketing efforts for a compliance software company with an international client base.</p> <p>Key Achievements</p> <ul style="list-style-type: none"> ▪ Traffic Growth (Organic SEO): Launched and optimised multiple websites, achieving 60,000 monthly organic visitors by implementing successful SEO strategies that consistently ranked in the top 10 of competitive markets. ▪ Custom CMS Development: Created bespoke Content Management Systems (CMS) integrated with backend software. Drove the majority of marketing automation, lead generation and also developed and deployed a custom e-commerce system, seamlessly integrated with company databases. Efficiency saving 40% (hours) and 3x faster response. ▪ Cost Reduction: Led online marketing efforts, reducing advertising costs by 80% through effective SEO strategies. ▪ High-Value Contracts: Contributed to securing multimillion-pound contracts with Airbus and Veterans Association. ▪ Sales & Training: Spent time in USA training teams on company systems, client face-to-face software training on several occasions and participated in live trade shows across the UK. 	

Education

- Diploma in Marketing Management - Thames Valley University
- HND in Marketing - London Guildhall University
- CIM Professional Diploma in Marketing - Oxford College of Marketing
- A-levels: Maths, Geography, Computer Studies
- 6 GCSEs, grade A-C, including Maths and English
- Numerous courses over the years in marketing disciplines, strategies, development, and analysis.

Personal & Professional Qualities

A dedicated family man with a passion for cutting edge marketing, motorcycling and coding, blending technical expertise with a zest for life. Enjoys spending quality time with family and friends and prioritises personal growth.

Leadership and Team Development

Demonstrates an approachable, collaborative, and supportive leadership style, leading by example to foster creativity and a positive, results-driven environment. Skilled in building and nurturing high performing teams, setting high standards and promoting continuous improvement.

Strategic and Technical Expertise

Brings a strategic mindset and extensive experience in digital marketing, SEO/SEM/SMM, and full stack web development. Proven ability to craft data-driven strategies, optimise performance, create automation systems and deliver efficient, scalable solutions that drive growth and innovation.

Passion and Dedication

Combines a love of marketing and tech; always learning. Will jump straight in and MVP test ideas – cuts straight to the chase; generally does whatever is needed to get things moving. These values translate into a proactive approach, enthusiasm for tackling challenges and a drive for excellence.

Committed to integrity, continuous learning, and collaboration, ensuring that efforts drive success, while aligning with organisational goals to contribute to the company's overall success.