

# Matt Roobol

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mattroobol.com  
Southfields, London

Award-winning international digital marketing professional and mentor with 14+ years' experience in project management, imaginative problem solving and digital marketing innovation and growth.

## CURRENT ROLE

### HEAD OF DIGITAL MARKETING

Temenos | City of London | June 2018 - Present

Temenos is the world leader in banking software, serving more than 3000 firms in 150 countries.

#### KEY RESPONSIBILITIES

I lead a team of six talented digital marketing specialists on a mission to:

- ✓ Maximise lead generation
- ✓ Deliver our shared digital marketing transformation vision
- ✓ Enable all who touch digital by developing team expertise and openness because "everyone is digital"
- ✓ Optimise SEO, PPC, CRO, content, analytics, CMS

#### KEY ACHIEVEMENTS

- ✓ Created new SMART digital marketing objectives
- ✓ Created a bold new digital marketing vision with insights captured from 45 colleagues, 46 research documents, and with approval from 33 stakeholders in 12 locations
- ✓ Created the 6, 12, 18 and 24-month digital marketing maturity transformation roadmap
- ✓ Defined our shared team ethos to guide our actions and decision-making
- ✓ Created new team workflows so our strategic goals align with our day to day operations
- ✓ Grew and developed a high performing, hard-working team of digital marketing experts that deliver results
- ✓ Created the fortnightly digital expert's roundtable called "Digital Club" which is focused on problem solving, exploring new ideas, and team development
- ✓ Changed the scope of what digital marketing is at Temenos by onboarding and activating new core digital advertising channels to drive lead generation

## TECHNICAL SKILLS

#### ADVANCED

WordPress CMS  
EpiServer CMS  
Pardot marketing automation  
Google Ads (certified)  
Google Analytics (certified)  
Data Studio  
LinkedIn advertising  
Facebook advertising  
Bing advertising  
Microsoft Office suite

#### INTERMEDIATE

Salesforce CRM  
Adobe Creative Suite  
Dreamweaver  
Facebook organic  
Twitter organic  
Email marketing  
Camtasia

## EDUCATION

### DIGITAL STRATEGY AND PLANNING

Sirius Decisions

### BA BUSINESS AND MARKETING 1<sup>st</sup> CLASS (HONS)

Canterbury Christ Church University

Institute of Management Award for  
Achievement in Business Studies.  
Award for highest mark.

# PREVIOUS EXPERIENCE

## HEAD OF DIGITAL MARKETING

Qube Global Software | City of London and San Antonio Texas | May 2011 – May 2018

Responsible for digital marketing innovation, lead generation and strategy across Europe, The Americas, the Middle East and Asia Pacific for a global property management technology company.

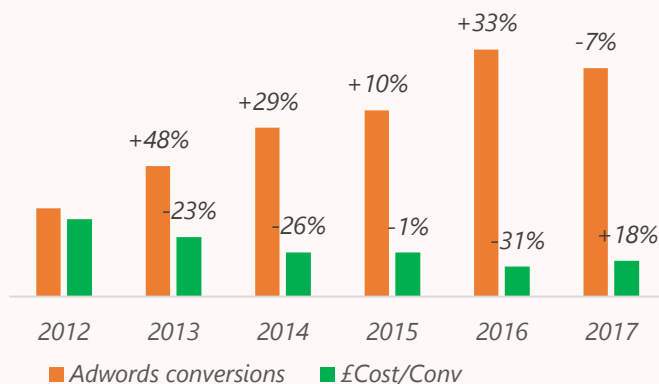
### KEY RESPONSIBILITIES

- ✓ Planning annual digital marketing budget
- ✓ SEO, PPC, CRO
- ✓ Website creation and migrations
- ✓ International digital marketing strategy and positioning the company and solutions to meet local market needs
- ✓ Marketing automation and lead nurturing
- ✓ Content planning and creation
- ✓ Conceiving first-to-market online experiences
- ✓ Agency and team management

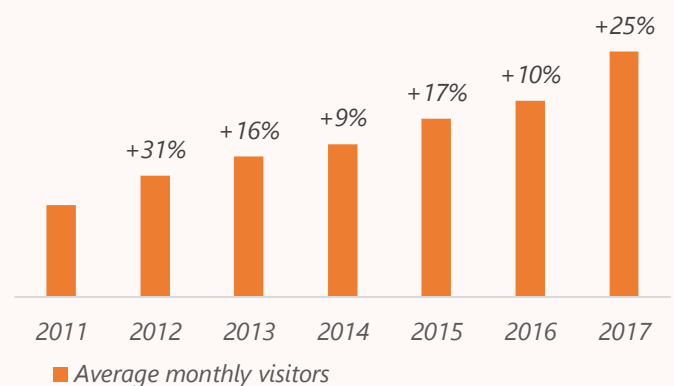
### KEY ACHIEVEMENTS

- ✓ 350% growth in Marketing Qualified Leads
- ✓ Delivered 9 global websites that better fit our global vision
- ✓ Project managed and delivered new websites in 2014 and 2018 on time and on budget with 20+ stakeholders
- ✓ Achieved form submission rates 4X higher than B2B average with CRO expertise
- ✓ 185% increase in Adwords conversion rate

Increased conversions and lowered cost/conv



Delivered consistent visitor growth



### LINKEDIN RECOMMENDATIONS

*"Matt is diligent, hard-working, knowledgeable and a great team-player. From the moment we started working with Matt, we found him very open, friendly and helpful. Matt made the whole team feel valued and very motivated to work extra hard on his project - his remarkable people skills coupled with his marketing expertise and relentless energy ensured the success of the project from start to finish."* Ilona Filipi, Managing Director at Moove, London

*"Matt is one of the most knowledgeable and hardworking marketers I have had the pleasure of working with. His meticulous planning coupled with his ability to make complex projects engaging is of particular note, and I truly believe this has been a critical factor in why we have enjoyed such success with the projects we have worked on together. Matt is also a great mentor."* Thomas Leslie, Campaigns Executive and Qube Global Software, London

*"Matt greatly improved our branding and marketing messages, with significant increases in leads and at the same time decreasing our costs per lead. Matt is engaging and approachable and a pleasure to work with. I recommend him unreservedly."* Mike Dennehy, Managing Director at Qube Global Software, Australia

## FREELANCE MARKETING CONSULTANT

mattroobol.com | Global | February 2010 – April 2014

My freelance portfolio can be found at [www.mattroobol.com](http://www.mattroobol.com). My motivation was the challenge and attraction to prove my skill set in different industries and I took my first business to 8 clients. This extracurricular activity benefitted my full-time employment as it supported developing a deeper understanding of digital marketing.

### KEY RESPONSIBILITIES

- ✓ Lead generation
- ✓ Marketing audits and planning
- ✓ Website creation in WordPress, Dreamweaver
- ✓ Google Adwords set-up and management
- ✓ Hosting and email set-up
- ✓ Website migrations
- ✓ Website problem solving

### KEY ACHIEVEMENTS

- ✓ Increased website leads from 0 to 10 /day for my first client
- ✓ Helped a government organisation launch their website correctly by identifying and then fixing errors made by their agency

## MARKETING MANAGER

CardBoardFish | Whitstable | November 2010 – April 2011

Whilst at CardBoardFish, an SMS technology company, I created the social media plan, created direct and email marketing campaigns, implemented PPC optimisation, and wrote and developed new website content that increased average time on site and lowered bounce rates. I left to relocate to London.

## MARKETING MANAGER

View London | Folkestone | November 2007 – July 2010

View was the most-visited online London city guide during my tenure and achieved on average 1.5 million unique visitors per month.

### KEY RESPONSIBILITIES

- ✓ Campaign planning and execution
- ✓ SEO best practice
- ✓ Created PPT templates to support Sales
- ✓ Social Media planning and management

### KEY ACHIEVEMENTS

- ✓ Introduced PPC campaigns and generated £1m new revenue
- ✓ Created successful partnerships with NME, London Eye and Zagat

## MARKETING EXECUTIVE

Letraset | Ashford | June 2005 – November 2007

Letraset is a global art supplies manufacturer that serves designers, craft enthusiasts and manga artists. I project managed the new website build and launch which resulted in more revenue and better organic visibility.

**REFERENCES AVAILABLE ON REQUEST**