

MATTHEW MOORE



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PROFESSIONAL SUMMARY

Strategic, creative, and technically astute marketing professional with 15 years' experience in global B2B marketing. I create and execute successful strategies and campaigns perfectly aligned with business goals, using technology and quality content to inspire engagement, generate demand, build brand awareness, and deliver results.

I thrive in dynamic, fast-paced environments that allow me to be proactive and creative. My skillset is both strategic and entrepreneurial: I'm equally comfortable leading a team as I am rolling up my sleeves and getting hands-on.

My extensive expertise across the full marketing mix enables me to find the right blend of content (owned, earned, email, paid, social) and technology (CRM, automation, analytics, GenAI) to achieve strategic goals through optimized campaigns. As a skilled copywriter, videographer, and web developer, I've built complete content ecosystems - including websites, sales collateral and assets, technical papers, blogs, videos, and podcasts.

I excel at collaborating with key stakeholders, including sales, operations, and client services, to deliver promotional and learning events, support conference attendance, and create client review processes that drive customer advocacy. I have extensive B2B experience, particularly in learning and development, events management, and recruitment.

KEY SKILLS AND EXPERTISE

Marketing Strategy and Campaign Execution

Developing end-to-end integrated marketing strategies linked to commercial priorities.

Digital and Performance Marketing

Lead generation using social ads, CRM projects, SEO, landing pages, and email nurture workflows, with a broad experience of technical solutions.

Content Creation and Storytelling

White papers, blogs, videos, case studies, podcasts, and brochures that amplify voice, brand, and values, frequently using AI as a tool.

Live and On-Demand Events

Designing and managing online and offline events; experienced digital studio manager.

Cross-Functional Collaboration

Working with and influencing sales, operations, and leadership to deliver goals, align strategy and amplify business impact.

Brand and Value Proposition Development

Positioning and messaging that differentiates and inspires across sectors and territories.

Data-Driven Insight

Tracking what works (and why), using analytics to refine campaigns and optimise ROI.

PROFESSIONAL EXPERIENCE

Head of Marketing & Digital Production | Inspirational Group | Sep 2013 – Present

Previously Marketing and Technology Manager (2013-2016), Digital Marketing Manager (2016-2020)

Leadership development consultancy (B2B, global). Responsible for marketing, brand, and digital production strategy and delivery.

- Developed marketing strategy aligned to company goals and led a team to execute - currently exceeding lead generation targets by 71%. Achieved 177% increase in social media followers, 69% growth in website page views, and 20% increase in website events in 2024.
- Key to success was a dynamic outbound content strategy using HubSpot's CRM and automation tools to promote specialist events, generating sales-qualified leads. Managed end-to-end event delivery both online and offline.
- Created a diverse content mix, including email, blogs, videos, white papers, podcasts, and LinkedIn ads/posts, supported by a robust tech stack (HubSpot, Google Analytics, Search Console, Monday.com, Canva, Premiere Pro, and more).
- Collaborated closely with sales and product teams to create compelling content and high-quality assets to support sales strategy, including conference support, videos, brochures, case studies, landing pages, and infographics.

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Head of Content and Marketing | Pacific International | Oct 2007 – Aug 2013

Previously Editor and Webmaster (2007 - 2009) and Head of Content (2009 - 2011)

- Developed and executed multi-platform marketing campaigns based around cross-channel content delivery, increasing brand awareness and client acquisition.
- Created content and brand ecosystem to support sales team including leaflets, blogs, email, social content, and video explainers.
- Supported and helped develop an event management division that delivered community-of-practice collaboration events for clients.
- Generated new revenue by monetising thought leadership reports and building commercial partnerships through conference and event presence.
- Oversaw the build and optimisation of four corporate websites, improving SEO and traffic quality.
- Delivered brand refresh and campaign roll-out across EMEA and North America. Developed and executed multi-platform marketing campaigns, increasing brand awareness and client acquisition .

QUALIFICATIONS

- Chartered Institute of Marketing Level 6 Diploma in Professional Marketing
- HND in Civil Engineering
- Chartered Institute of Marketing Affiliate Studying Member

TOOLS AND PLATFORMS

Marketing Stack

Google Analytics, HubSpot, WordPress, Monday.com, Mailchimp, Dotmailer, Google/Meta/LinkedIn Ads

Content Creation

Adobe Creative Suite esp. Premiere Pro + After Effects, DaVinci Studio, ChatGPT, Canva, Riverside, Audioboom, Vimeo

SEO and Social

SERanking, Keywords Everywhere, Zoho, LinkedIn, X, Instagram, Facebook, YouTube

Virtual Production

Zoom, Teams, Webex, Google Meet

PERSONAL INTERESTS

Keen photographer, gig-goer, writer, reader, podcast listener and occasional bass player.

However, despite these interests I seem to spend most of time playing football or making fanfic Dr Who films with my 8-year-old son!

I also volunteer when I can for a local children's charity, [Pelican Parcels](#), helping them with their marketing activities and website.

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