

John Garrett - CV 2024

Creative Growth Strategist & Business Director

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Highlights 2020-2024

Oracle Analytics, Redwood Shores, CA, USA - Account growth: \$15,000.00 pa - \$800,000.00 pa in 24 months

Forrester Research Inc, Cambridge, MA, USA - Design & Deployment of Content hub - value: \$ 828,000.00

AWS, Austin, TX, USA - Account growth: \$25,000.00 pa - \$450,000.00 pa in 24 months

Prolix Music LLC, Baltimore, MD, USA - Full business strategy for Start-up to Ranking 4th on Amazon.com

IsoTek, Winchester, Hants, UK - Product & brand development launched at Munich High-End May 2023

Quai Digital, Peterborough, Cambs, UK - S&M Strategy for shareholder 5 year plan

Awards



Computer Weekly Social Media Awards
Global Best Use of Social Media



Direct Marketing Association Silver Award
Business to Consumer Campaign

Recent Experience

upstage communications Ltd. Trading as Whitewall

VP Creative & Design

March 2022 - present

upstage, an event management company, desired to transform into a creative agency by expanding their services to include creative, design, and digital arms, aiming to capitalise on opportunities with existing clients. I was employed to lead this transformation. To achieve this objective, the business needed a new operational system that would integrate the event management side with the new professional services. This integration aimed to deliver world-class creative, design, and technology solutions.

2021 Net Profit: 5% 2023 Net profit: 54%

As the VP of Creative & Design, I play a pivotal role in driving revenue, client satisfaction, commercial success and fostering the design team culture.

Working collaboratively with global and UK business and marketing teams, I have successfully balanced the delicate interaction between client needs, financial objectives, and creative ambition.

My focus has been on expanding the agency's reputation and securing future income by acquiring new clients (AWS & Oracle Global Tech Program), exploring innovative projects, and venturing into international markets, India. This strategic approach ensures the long-term growth and sustainability of the new agency.

Additionally, I have led large scale projects that require, diplomacy and tact in aligning multiple suppliers to dove tail and build partnerships, while marshalling large client groups and multiple stakeholders (60+) from SVP to managers in multiple teams and departments to bring about the successful delivery of the project.

Educating the board of how creative agencies operate in comparison to an event lead business continues to be the most significant challenge. While bridging the knowledge gap, I have efficiently and effectively delivered salient operations and continue to enhance client relationships while generating growth revenue.

My approach in driving consistency of standards and consistency of commercial imperatives with operational success has grown the design business significantly and continues to create future opportunities, through my innovation led strategy.

I have taken creative thinking to business leaders and marketing teams, on the client side successfully, as well as implementing operational design and business processes, that continue to drive operational efficiencies.

During my time at Whitewall the design team has delivered **40%-60% Net Profit (85-90% Gross Profit)** in the design side of the business, as well as maintaining powerful, intelligent, commercial pitches & developing operational consistency, creativity, innovation, and a positive sense of teamwork.

In addition, I have developed an effective growth strategy, aligned with a 360° design management system and reporting systems as well as an R&D Tax reduction program.

In summary, my role as the VP of Creative & Design has been primarily focused on driving client success, ensuring financial health, recruitment and cultivating a positive team culture for sustained growth & excellence within the new agency model.

Recent Experience cont/...

Prolix Music LLC

Creative Marketing Consultant

October 2019 - present

Self funding start-up to Ranking 4th in Instrument humidifier market worth \$64m annually
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CTR: 9.98% CoS 22% Gross Profit 56% Net Profit 25%

As a seasoned Business Director, I excel in blending resilient and strong marketing, creative and business operational processes to deliver growth. My knowledge of strategic digital and traditional campaigns for B2B & B2C markets, enables me to integrate a wide range of digital marketing and social media platforms creating marketing halos and strong CTR's.

By studying campaign outcomes and customer behaviour for actionable insights I have implemented step-by-step efficiency drives of operational systems for growth for Prolix Music.

- Developed, executed, and optimised comprehensive digital marketing campaigns spanning Google Ads, SEO, web, and social media in the B2C context.
- Conducted in-depth analysis of campaign results & customer behaviour, leveraged insights to identify opportunities for increased sales, enhanced customer acquisition and improved engagement.
- Crafted and implemented effective social media strategies, to improve brand visibility and engagement.
- Directed end-to-end creative processes, managing third-party suppliers, and collaborating closely with clients, ensuring seamless project execution from concept to delivery.
- Collaborated with researchers and clients to develop robust digital-first business strategies encompassing marketing, product development, content provision, sales calls, and support materials. Additionally, targeted large distributors for enhanced market penetration.
- Facilitated the expansion into international markets, including enabling Amazon seller accounts for Canada, Mexico, Brazil, and pan-European sales opportunities. Conducted Amazon listings and translations across key markets—ES, FR, DE, and UK.
- Established a CRM system for both B2C & B2B, encompassing email campaigns, qualification calls, tailored to retail, stockist, and distribution clients.
- By merging marketing strategies with streamlined operational processes, in both digital and traditional campaigns for B2B and B2C markets, including high click-through rates, Prolix Music was able to grow rapidly during the COVID pandemic. Key achievements included optimising digital marketing, boosting social media engagement, and delivering successful international expansions.

Quai Digital

Creative Marketing Consultant

September 2021 - March 2022

£3m business with no buyer interest. Created and delivered to a strategic business plan to grow to £10m in 5 years which generated two interested M&A parties within weeks, that started the due diligence process.

Objective succeeded after 4 weeks of stage 2 completion

Quai Digital operates a secure savings and investments platform for financial service advisers, organisations, and intermediaries.

The objective was to enhance Quai Digital's brand equity in preparation for a business sale, to be achieved through a Sales & Marketing strategy that aided restructured operations and a brand model aligned with the financial plan. This translated into a new brand, applied to their website and business strategy.

The brand promise and proposition provided a clear direction, resonating with three customer segments: Enterprise, SME, and Entrepreneurs. Shortly after the website launch, two major financial services companies approached Quai Digital to embark on negotiations for a merger or acquisition.

Negotiations and due diligence started for a potential sale with a large financial services company, AVIVA.

As part of the strategic project implementation I was responsible for:

- Developing a base set of business objectives necessary for potential buyers.
- 5-part plan for a 5-year exit strategy to value at £10m.
 - (i) Re-brand.
 - (ii) Website build.
 - (iii) Short to long term sales process.
 - (iv) Short to long term marketing plan.
 - (v) Internal and external culture change plan.
- The implemented brand model, including, messaging architecture, strong propositions tailored to their three key customer segments: Enterprise, Small Medium Enterprises, and Entrepreneurs with the enhanced marketing strategy that would come to significantly increase Quai Digital's brand equity, providing a clear and coherent direction for the company. This positioned Quai Digital as an attractive prospect for potential M&A teams, with the emphasis of growth and vision.
- Shortly after the launch of the website, the board at Quai Digital received promising opportunities from large financial services companies and started negotiations and due diligence for potential acquisition.
- In 2024, Quai Digital opted out of acquisition offers to concentrate on expanding its business. Committed to growth, it aims to improve services for clients and plays a key role in digital saving operations such as Moneybox and Plum.

Business to Business Professional Achievements

First Move Direct Marketing Services in High Wycombe - £3.25m to £8.5m in 5 years

First Move specialises in direct mail marketing. I was originally contracted by First Move to assess their high client attrition rate and declining sales. I created a dynamic website for them and helped them develop a new marketing strategy, which has been and still is an ongoing catalyst to their success. Within 90 days of implementation, they successfully landed Gtech as a client, with my creative assistance. Moreover, they continued to grow by approximately 22% year-on-year. My efforts were also recognised with a DMA award – the first ever for a direct mail house. I still consult with them 1-2 times a year, with a goal of helping them maintain their momentum.

What I can do for your business...

Multi-Award winning Director for 10+ years with hands-on experience, I can leverage all the successes and failures to provide:

- Pioneering innovative creative marketing solutions for start-ups and FTSE100 companies.
- Over 20 years of hands-on experience, from concept to execution, driving sales and securing a competitive advantage across diverse global markets.
- Successfully managed digital and product marketing campaigns, account management teams, recruitment, facilitated training, resourcing, account development, sales, and client growth initiatives.
- Motivated and results-driven professional with a comprehensive understanding of online and offline content provision and marketing for both B2B and B2C, excelling in perfect-paced, dynamic, and deadline-driven environments.
- Agile and highly adaptable to rapid changes in business structures, successfully navigating cultural shifts during brand mergers with differing visions.
- Skilled marketing and business strategist, specialising in innovation, product development, branding, promotional advertising, digital marketing, digital-first transformations, and social media content provision.
- VP and Director-level management proficiency, overseeing teams, departments, and business units with a keen focus on business-driven, net-profit-oriented strategies in both B2B and B2C environments.
- Proven ability to provide hands-on creative solutions, guiding projects from concept to final production and delivery, emphasising cost-benefit analysis and marginal utility.
- Dedicated and tirelessly hardworking, as well as committed to achieving business objectives.
- Fun, firm, honest, caring, rewarding and loyal. My belief is, we all win or we all lose together, improving and nuancing efficiencies, moving forward, step-by-step.

Sector Experience

Astrophysics	E-Commerce	Insurance Services	Research & innovation
Business Services	Financial Services	Investment Banking	Retail
Consumer Goods	FMCG (Fast-Moving Consumer Goods)	Learning Development	Technology Engineering
Digital Services	Health and Care	Music	Software development
Document Management		Pharma	Telecoms

Software skills

Adobe Illustrator	Adobe XD	Google Ads	SM for Business
Adobe Indesign	Amazon Seller Central	Google Merchant	Web CSS
Adobe Media Encoder	CRM Systems	Google Tag Manager	Web Elementor
Adobe Photoshop	eBay	Microsoft SP & Office 365	WooCommerce
Adobe Premier	Facebook Business	Project Systems	Word Press

Education

The Open University BSc (Hons) Psychology

Art and Society, Society and Social studies, Psychology, Cognitive Psychology, Biological Basis for behaviour, Fundamental Neuroscience & Integrated Psychology

Richmond Upon Thames HND - Illustration

Typography, Graphic Design, Illustration, Air brush techniques, Perspective proportional illustration, Architectural illustration, Photography & Video

Professional References

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