

NIMROD GOMA

Senior Marketing Manager · Brand Strategy · Integrated Campaign Management · Team Leadership
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Click this link to check out the portfolio I've built — and to get a real feel for my skills and character:
nimrodgoma.netlify.app

PROFESSIONAL PROFILE

Results-driven Senior Marketing Manager with a proven track record across both agency and client-side environments, spanning B2B, B2C, retail, tech, and professional services. Specialises in transforming complex data and audience insight into integrated, multi-channel campaigns that deliver measurable commercial impact. Experienced in full-funnel campaign ownership, from brand positioning and go-to-market strategy through to execution, performance optimisation, and ROI reporting. A collaborative team leader with a track record of building and scaling high-performing marketing teams, managing demanding stakeholders, and driving budget efficiency. Brings additional creative advantage through advanced Adobe Creative Suite skills and a professional photography background — a rare combination at senior marketing level.

SKILLS & STRENGTHS

- ✓ Integrated Marketing Strategy
- ✓ Brand Strategy & Positioning
- ✓ Performance Marketing & ROI Optimisation
- ✓ Digital Marketing (SEO, PPC, Paid Social, Email)
- ✓ CRM & Marketing Automation (HubSpot)
- ✓ Budget Planning & Commercial Management
- ✓ Market & Competitor Analysis
- ✓ AI & Automation Tools
- ✓ Visual Storytelling & Creative Direction
- ✓ Full-Funnel Campaign Management
- ✓ Demand Generation & B2B Lead Generation
- ✓ Go-to-Market (GTM) Planning
- ✓ Content Strategy & Lifecycle Marketing
- ✓ Team Leadership, Mentoring & Development
- ✓ Stakeholder & Client Management
- ✓ Data Analysis & Reporting (GA4, HubSpot)
- ✓ Adobe Creative Suite (Advanced)
- ✓ Professional Photography & Video Production

PROFESSIONAL EXPERIENCE

Freelance Marketing Consultant & Creative Director

Self-Directed | Remote | July 2025 – Present

- Led full brand strategy and creative direction for an American tool company, redefining positioning, visual identity, and audience segmentation to drive market differentiation and commercial growth.
- **Binas Beauty (independent beauty studio, Warwick):** Delivered end-to-end freelance marketing — designed and built the brand website and visual identity, then developed and produced complete monthly social media content plans across Instagram and Facebook (content calendars, optimal-timing scheduling, fully written captions, hashtag strategy, and bespoke graphics) to grow the local audience, build social proof, and drive direct-message bookings.
- **Definition Media (corporate video & animation agency):** Designed and built a new multi-page website for a B2B agency serving the manufacturing and engineering sector — aligning UX, messaging, and positioning with their brand, engineering an advanced video-led experience (real client showreel films in click-to-play lightboxes plus AI-generated B-roll loops as section covers), optimising for responsive mobile and reliable autoplay, and deploying the live site via Netlify.
- Developed go-to-market (GTM) frameworks for SME clients, translating audience insight and competitor analysis into actionable, ROI-focused growth strategies.
- Managed end-to-end website builds across WordPress, Shopify, and Squarespace, aligning UX, design, and messaging with brand strategy to improve conversion performance.
- Built and executed organic content strategies for Instagram and LinkedIn, focused on brand storytelling, audience growth, and sustained engagement.
- Conducted in-depth market research and competitor analysis to identify whitespace opportunities and sharpen unique value propositions across client sectors.

Digital Marketing Manager

Yellow Panther | Leamington Spa (B2B Tech Agency) | June 2024 – July 2025

- Owned end-to-end marketing strategy for high-profile clients including Team GB, Premier Padel, BNP, and LNB Élite, serving as the primary strategic point of contact and trusted senior partner.
- Delivered integrated multi-channel marketing campaigns across paid social, content, email, and digital channels, achieving a 30% increase in campaign ROI through data-driven optimisation and A/B testing.
- Scaled the marketing team from 2 to 5, establishing structured workflows, clear KPIs, and a mentoring culture that raised the overall standard of output and team performance.
- Managed brand positioning, messaging, and visual identity across all client touchpoints, ensuring strategic consistency and alignment with commercial objectives.
- Produced and launched the Yellow Panther Podcast, driving brand authority, thought leadership, and increased client engagement.
- Implemented AI tools and marketing automation to streamline campaign execution, performance reporting, and creative testing, improving efficiency across the team.

Global Creative Services Coordinator

Hogan Lovells | Birmingham (Legal & Professional Services) | July 2023 – June 2024

- Managed creative and marketing projects across international markets, ensuring brand consistency, quality, and timely delivery across multiple jurisdictions.
- Partnered with senior stakeholders to develop pitch decks, marketing materials, and branded communications, directly supporting business development and new client acquisition.
- Acted as the primary liaison between internal creative teams and client-side stakeholders, managing briefing processes, revision cycles, and brand compliance.
- Produced a broad suite of internal and external marketing collateral using Adobe Creative Suite, including reports, presentations, and digital assets for global audiences.
- Planned, directed, and edited professional photography projects including corporate headshots, demonstrating creative direction skills that are rare at senior marketing level.

Marketing Executive

Wolseley UK | Warwick (B2B/B2C Retail) | November 2021 – March 2023

- Managed end-to-end multi-channel marketing campaigns across social, digital, radio, and events, supporting a national network of 500+ branches with consistent brand messaging.
- Developed and delivered national advertising campaigns, taking full ownership of creative direction, copywriting, and media placement to drive brand awareness and sales performance.
- Planned and executed store opening campaigns with budgets of £50,000 – £100,000, consistently exceeding sales targets through integrated brand rollout and localised promotional strategy.
- Designed branch playbooks and promotional toolkits deployed across the entire national store estate, ensuring operational marketing consistency at scale.
- Collaborated cross-functionally with sales and merchandising teams to align marketing activity with seasonal peaks and commercial priorities.

Marketing Assistant

Definition Media | Stratford-upon-Avon (Media Agency) | 2020 – 2021

- Managed targeted paid social campaigns on Facebook and Instagram, driving measurable improvements in engagement, reach, and audience growth for client accounts.
- Applied SEO best practices and Google Ads strategies to increase organic and paid search traffic, improving visibility and conversion rates across client portfolios.
- Designed and delivered email marketing campaigns and newsletters, supporting client outreach programmes with strong open and click-through rates.
- Produced video and animation content for digital advertising and web assets, including professional shoot management for clients such as the National Discovery brand.

EDUCATION & QUALIFICATIONS

- **HND in Management & Marketing (Level 4 & 5)** · Nottingham Trent University
- **Certificate in Digital Marketing & SEO Fundamentals** · Google (2021)
- **CIM** Chartered Institute of Marketing qualification in progress (recommended next step)

INTERESTS

Golf · Rugby · Visual Arts · Music · Financial Markets & Investment Strategy