



Karen Lewis

Growth Marketing | Digital Marketing | Digital Transformation | Ecommerce

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EXECUTIVE SUMMARY

I am an authentic data driven digital thought leader, public speaker and mentor who is a SME in SEO, Ecommerce, Digital Strategy, Digital Marketing, Lifecycle marketing, Marketing Automation, Customer and User Experience (CX/UX) and ROI delivery.

A digital native with a strong background in web experience and SEO who has worked in the digital industry for over 19 years represented my industry at board level as Vice Chair of D+T Collective (formally AIMIA - Part of ADMA)

With agency-side and client-side experience I have worked across several verticals including Ecommerce, Retail, Health and disability, Financial Services, and Travel.

With experience delivering B2B and B2C campaigns for Digital Adoption, Onboarding, Engagement, Relationship, Acquisition & Retention campaigns

An advocate for female leaders while being actively involved with associations such as Women in Digital as a mentor and judge for the "Women in Digital" Awards.

KEY ACHIEVEMENTS

ADVISOR TO THE AUSTRALIAN GOVERNMENT ADVISING ON HOW TO BECOME A DIGITAL ECONOMY

NOMINATED WOMEN IN DIGITAL LEADER OF THE YEAR (2019) JUDGE OF DIGITAL MARKETER OF THE YEAR AWARD (2020)

BUILT DIGITAL CAPABILITY IN HOUSE (GREW TEAM FROM 2 TO 8 IN 7 MONTHS) AND REMOVED RELIANCE ON EXTERNAL AGENCY

REDUCED DIGITAL ADVERTISING SPEND BY \$200k A YEAR WHILE GROWING REVENUE FROM ORGANIC CHANNELS TO \$500k PER QUARTER

SUCCESSFULLY LED AND DELIVERED DIGITAL TRANSFORMATION PROJECTS FOR MAJOR FINANCIAL SERVICES COMPANY. NEW WEBSITE AWARDED "BEST UX IN LIFE INSURANCE" AWARD

FOSTERED AND DEVELOPED INNOVATION PROGRAMS IN MULTIPLE ROLES AS WELL AS GROWING UX/CX CAPABILITY AND HCD

GREW SEO AND ANALYTICS COMMERCIAL OFFERING INCREASING BILLINGS TO \$800k IN SIX MONTHS

EXPERIENCE

Head of Growth Marketing, Digital and Brand (contract)

HICAPS

(Health claiming technology company, part of NAB)

Aug 2022 - to date

- Leading and defining marketing and digital strategy for HICAPS
- Defining brand position, CVP and architecture
- Development of unified experience across terminal and digital claims
- Managing advertising and growth metrics from acquisition to retention and loyalty
- Management and organisation of conferences and sponsored events
- Helping define customer experience across multiple channels
- Go to market strategy for new growth markets
- Ownership of marketing strategy and budget
- Managed conferences and collateral refresh
- Development of sales packs and bankers product training roll out

Head of Growth Marketing

Hireup

(Privately owned SASS Platform in the disability sector - Direct reports 4)

Jan 2021 - Aug 2022

- Responsible for 4X growth metrics through digital advertising and digital experience
- Responsible for growth marketing and audience strategy including organic (Content/SEO/CRO) and paid digital growth, affiliate opportunities and other customer data related acquisition and reactivation projects
- Management of MarTech roadmap including the onboarding of "Braze"
- Partnering with CRM, Data, and Product teams to develop audience segmentation approach for marketing to maximise conversion and ROI
- Ownership of App acquisition strategy, both paid and ASO as well as onsite experimentation pipeline to maximise CRO
- Improved website visibility by 20% through search engine optimisation strategies
- Growth in house growth team from 3 people to 7 in 12 months
- Managed the go to market plan and rolled out across all states
- Management of budget across digital and marketing including being responsible for financial reporting to C-Suite and the Board
- Reduced CPA across digital advertising by 20% to improve ROI
- Managed \$2m+ multichannel national ad campaigns

Vice Chair & Board Member

Digital + Technology Collective (formally AIMIA)

Mar 2017 - Jan 2022

- Growth of digital talent membership and reformatting the famous AMY awards to increase revenue by >30% through increased brand awareness and social followship
- Redefining the brand and proposition of AIMIA while representing the Digital and Technology industry in Australia at board level.
- Advisor to the Australian Government on how to develop Australia's Digital Economy

KEY STRENGTHS

LEADERSHIP - Growth of in-house digital & marketing capability as well as activity reducing attrition across my tenure in multiple roles

Developed high performance cultures with all team members having access to development plans and regular one on ones

STAKEHOLDER MANAGEMENT - Key relationship holder internally and externally up to C-Suite level

Implementation of engagement and change management initiatives around the ADKAR model

Used compelling business cases to create advocacy for digital projects at senior stakeholder levels

DIGITAL STRATEGIC LEADERSHIP - A digital native who has a proven record of improving ROAS and increasing ROI through data led insights

Development of key digital strategies including the use of online personalisation to aid customer experiences and gain insights into behavioural economics for retail brands

Utilising insights through analytics on ECommerce website to improve conversion rate on "add to cart" to 1.7% resulting in 44 added transactions at \$575 AOV. Added revenue of \$25,300 in one month and an increase in ROI +406%

GROWTH STRATEGY - Successfully achieved 1000% ROAS by maintaining adspend but improving conversion rates while also reducing operational cost and growing in house capability

Successful record of growing revenue through organic channels by implementing strong SEO, content and social strategies to maximise search engine visibility for relevant keywords increasing traffic by 80% and mobile engagement by 200%

INTERESTS & PROFESSIONAL MEMBERSHIPS

Member of Australian Institute of Company Directors (MAICD)

Active member of Women in Digital and Inactive Minds

Yoga Instructor Level 1 FUNdamentals 1 & 2 AntiGravity Yoga

Public speaking, mentoring, yoga, dance, swimming, reading/literature

REFERENCES

Available on request

Head of Digital & ECommerce

Salmat/Netstarter

(Digital Marketing & Ecommerce Agency. Direct reports 9)

Apr 2018 - Apr 2020

- Managing end to end digital strategy for ECommerce solutions from discovery to build including UX, external systems integration (i.e. POS, Email marketing and payment gateways) and digital marketing
- Financial and operational management of a full-service Digital Marketing, Analytics and ECommerce agency
- Driving revenue growth through new business for the digital agency
- Development of innovative voice app allowing users to develop a virtual shopping list using in home voice activated devices
- Responsible for portfolio of 12 clients across ECommerce/digital marketing with billings of \$6m per month
- Nominated in 3 categories for two consecutive years in the SEMRush awards for Digital Marketing campaigns

Head of Digital

Employsure

(Privately owned HR Law firm. Direct reports 8)

Sep 2016 - Feb 2018

- Owner of the organisation's online and growth marketing strategy and roadmap
- Grew internal digital team from 2 to 8 in 7 months reducing operational costs to external agency by \$200k+ a year and having 0% attrition in staff during tenure
- Grew revenue from social and organic channels from \$50k to \$600k+ per quarter
- Developed UX capability in house to drive CRO (Conversion Rate Optimisation) through AB testing resulting in an increase of qualified leads by 12%

Head of Digital

MetLife

(Global Life insurance company. Direct reports 3)

Feb 2016 - Sep 2018 - Contract

- Owner of the organisation's online and digital and B2c marketing strategy
- Delivering local digital strategy aligning to global digital roadmap
- Worked closely with internal and external partners to develop digital and data related marketing strategies to ensure initiative effectiveness and maximise ROI
- Developed retail channel online for new product through customer journey mapping and customer research to leverage design thinking and digital service design

Senior Manager Web & Mobile Development

TAL

(Life Insurance Company)

Apr 2014 - Jan 2016

- Successfully delivered Digital Transformation projects while taking an active role in the development of customer journey mapping and digital design including the re-platforming of the current web experience into an award-winning website for best user experience with full personalisation.
- Redeveloped a traditional brochure-ware website to be adaptive responsive to provide a better user experience, increasing traffic by 80% increasing mobile engagement by 200%, community growth increased Facebook x10 - Twitter x6 - LinkedIn x2
- Managed the relationship across senior stakeholders, sponsors, and Deloitte to get the best commercial outcome
- Authored the key digital acquisition strategy for online at TAL while managing a "Direct to consumer" brand proposition for Digital
- Leveraged customer behavioural insights to enable effective marketing automation across the user journey

TECHNICAL SKILLS

Leadership	★★★★★
Growth Strategy	★★★★★
Ecommerce & Digital Strategy	★★★★★
Digital Transformation	★★★★★
Search Engine Optimisation (SEO)	★★★★★
Search Engine Marketing (SEM)	★★★★★
Data & Analytics	★★★★★
Content Strategy	★★★★★
Conversion Rate Optimisation (CRO)	★★★★★
Pay Per Click (PPC)	★★★★★
Financial Reporting	★★★★★
P&L Management	★★★★★
Team Management	★★★★★
Marketing Automation	★★★★★
Paid Social	★★★★★
Customer Journey Mapping	★★★★★
Omnichannel Marketing	★★★★★
B2B Marketing	★★★★★
Lifecycle Marketing	★★★★★
B2C Marketing	★★★★★
Website Personalisation	★★★★★
Customer Segmentation	★★★★★
Growth Marketing	★★★★★
Social Media Strategy	★★★★★

PLATFORM EXPERIENCE

Magento	★★★★
Shopify	★★★★★
Sitecore	★★★★★
GSuite	★★★★★
Google AdWords	★★★★★
Google Analytics	★★★★★
Adobe Experience Manager	★★★★★
Adobe Analytics	★★★★★
Facebook Ad Manager	★★★★★
Optimizley	★★★★★
WordPress	★★★★★
SEMRush	★★★★★
SalesForce	★★★★★
SalesForce Marketing Cloud	★★★★★
Tableau	★★★★★

CONTACT

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National Experience & Operations Director

Columbus Australia

(Digital Marketing Agency. Direct reports 5)

Jan 2013 - Apr 2014

- Built the SEO business and securing \$800,000 in new revenue in 6 months as well as onboarding a team across three states
- Ensured the integration of technologies and strategies and providing thought leadership on all digital strategies for clients across SEO and Analytics
- Responsible for the commercial positioning in market of the recent expansion of product offering into UX and SEO/Content and Social as well as integration of these elements into current strategies
- Responsible for a portfolio of 10 clients across SEO, Analytics, Content and CRO

SEO Team Leader & Project Manager

Reprise Media

(Digital Marketing Agency. Direct reports 3)

Sep 2011 - Jan 2013

- Improved client retention for SEO projects by 70%
- Secured new revenue through SEO projects of \$125,000 in the first 3 months
- Maximised ROI through improvements in online conversion through effective customer journeys and sales processes
- Promoted after 9 months to Team Leader

Digital Marketing Consultant

Outrider

(Digital Marketing Agency)

Dec 2010 - Sep 2011 - Contract

- Management of SEO projects for blue chip clients
- Preparing search engine audit documentation on client's websites and making recommendations to clients on how they can improve their organic listings and traffic
- Preparation of reports on client's KPIs
- Liaising with clients, internal account management and technical staff to ensure campaigns are managed effectively
- Responsible for a portfolio of 6 clients

EDUCATION & PROFESSIONAL DEVELOPMENT

2020 **Mini MBA - Marketing**

2015 **Design Kit: The Course for Human-Centered Design (HCD)**
NovoEd

2015 **CSPO Certified Scrum Product Owner**
Scrum Alliance

2015 **CSM Certified Scrum Product Owner**
Scrum Alliance

2011 **Diploma of Marketing**
Australian Institute of Vocational Development

2003 **BA (Hons) Interactive Multimedia 2:1**
University of Huddersfield, Huddersfield, UK