

# ANANO

# ROOCRUIT

## Performance Marketing Lead

### PROFESSIONAL SUMMARY

Performance-driven marketing professional with over 7 years of experience managing and scaling paid media across Meta and Google platforms. Proven ability to manage multi-account portfolios, optimize ROAS, and lead performance strategy across eCommerce, lead generation, B2B, and subscription models. Expert in executing high-budget international campaigns that drive measurable digital growth.

### KEY SKILLS

Meta Ads & Google Ads

Client Management & Leadership

Funnel Optimization

B2B & eCommerce Scaling

Performance Strategy

GA4, GTM & Tracking

Creative Testing & Strategy

Multi-Market Budget Management

### PROFESSIONAL EXPERIENCE

**Head of Marketing**

**2025 – Present**

### *Global Telecommunications & Technology Group*

- Lead performance marketing operations across multiple international markets with high-scale monthly budgets.
- Manage comprehensive Meta and Google campaign structures to drive customer acquisition.
- Responsible for improving overall ROAS and overseeing daily execution within the marketing team.

### **Marketing Strategist**

**2025 – Present**

#### *B2B Gaming & Digital Services Agency*

- Developed and executed full-funnel marketing strategies specifically tailored for B2B performance.
- Collaborate closely with creative teams to produce high-converting assets for scaling campaigns.
- Directly manage campaign performance and technical optimizations.

### **Marketing Director**

**2023 – 2025**

#### *UK-Based Professional Services Firm*

- Scaled lead generation and retention funnels to maximize customer lifetime value.
- Managed end-to-end digital campaigns with a focus on improving recurring revenue streams.
- Optimized conversion paths and user journeys to increase lead quality and volume.

### **Chief Marketing Officer**

**2017 – 2023**

#### *International Educational Technology Provider*

- Oversaw the digital growth strategy facilitating broad international expansion.
- Led multi-channel advertising campaigns across diverse geographic regions.
- Spearheaded performance initiatives from early-stage growth to established market presence.

## **EDUCATION**

## **MSc in Digital Marketing**

Oxford Brookes University