

Dylan Coetzee

Marketing Director/Head · Agency Consultant

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<https://djcoetzee.com/portfolio/>

Twenty years working in digital marketing. I started in performance marketing running paid media for Dell, AXA and Bloomberg, built the SEO department at my first agency, then progressed through WPP to Head of Media Services at POSSIBLE. I now run my own consultancy working with agencies including FTT.ai, GM Design, Lifa Creative and Mad4 Company with AI integration running through all of it.

I have managed performance marketing for Ford EMEA and Nokia globally, delivered a 478% ROI uplift for Viking River Cruises and grew T.M.Lewin profits by 110% year on year across paid, social, SEO, CRM and affiliates. At easyMoney I built the entire consumer-facing marketing function from zero. At Babylon Health I ran patient-facing PPC and paid social for NHS GP at Hand and upskilled a new in-house team.

My hands-on approach allows me to do what I love – build. From implementing and automating CRM with CRO in mind, to creating what I call a “client brain”, an AI system that holds everything known about a client and surfaces the right context automatically before calls, or while running campaigns, reports or larger projects.

RESULTS AT A GLANCE

120% lead growth

Led global marketing function across 12 countries, maintaining momentum, aligning campaigns to commercial outcomes and building the demand generation infrastructure that connected marketing directly to pipeline.

10x CRM engagement

Rebuilt broken CRM with data enriched segmentation models, dynamic lead scoring and automated nurture sequences. From rescuing the domain deliverability to healthy engagement that increased sales 10x.

Over £1.3M saved

Led full martech procurement replacing fragmented legacy stack with a modern integrated platform. Freed budget for growth activity while improving team capability and operational efficiency.

478% ROI uplift

Created the performance media strategy using insight-led audience segmentation and continuous CRO. Eliminated waste spend and maximised buyer intent signals. Delivered 478% ROI uplift for a luxury travel brand.

220% profit growth

Led global marketing function across 75 countries as a player-coach, setting direction while remaining closely involved in campaign delivery, channel performance and output quality. Grew department revenue 127% too.

3x engagement

Built and enriched a prospect list of politicians and data experts for a tech conference in the US. Created AI-personalised outreach sequences matched to each contact profile. The event sold out with 3x expected engagement.

70M page platform

Personally built and launched Yellowwhite using AI as the primary build tool. A 70 million page revenue-generating platform built lean and fast without a development team.

25% revenue growth

When the events industry collapsed overnight due to COVID, I built a remote broadcast studio, launched a digital events programme and grew event revenue for the events while competitors contracted.

CORE SKILLS

Marketing Strategy · Demand Generation · AI-Powered Marketing · CRM · Automation · PPC, SEO, AEO · CRO · Digital Transformation · Go-to-Market Strategy · Brand Positioning · Analytics and Attribution · Team and Agency Leadership · Content Strategy · Budget and ROI Management

EXPERIENCE

Digital Marketing Consultant

Oct 2014 to present

Independent digital marketing consultant working across agencies and direct clients. Agency relationships include FTT.ai, GM Design, Lifa Creative and The Mad4, spanning paid media strategy, SEO, CRM implementation, AI workflow builds and team capability development. For GM Design, I built and deployed a client brain architecture using n8n and Claude API, connecting project management, CRM, email and campaign data into a single AI context layer across client accounts. AI adoption sessions built into every engagement: dedicated research time where team members find, test and present back new AI applications. Work across this period has included a wide range of projects, from short channel-specific engagements to multi-year transformation contracts. *Selected highlights are detailed below.*

Digital Marketing Lead

Copper Development Association

April 2025 to Nov 2025

Two separate project engagements covering PPC campaign management, HubSpot CRM setup and management, and AI-powered outreach strategy. For the conference campaign, built and enriched a targeted prospect list of politicians, data experts and industry stakeholders using Clay and Apollo, and created personalised outreach sequences matched to each contact profile. The event sold out and drove three times the expected engagement.

Performance Marketing Lead TopReg

Jun 2023 to Feb 2024

Brought in after three agencies had failed to deliver. Audited and rebuilt PPC, SEO and CRO into a unified performance strategy across a high five-figure monthly budget. Delivered a 55% conversion rate increase and 326% pure profit growth within the engagement. Full ownership of channel strategy, including third-party agency briefing, management and performance reporting throughout.

Marketing Director

Omniamed Communications

Jun 2019 to May 2023

I led a transformation, including rebranding and replatforming all four publisher brands, saving over £1.2M, implementing CRM end-to-end with new team structures aligned to sales, and building the demand generation engine from scratch. Grew inbound leads 120% across 12 countries. When COVID collapsed the events industry overnight I personally built a remote broadcast studio, launched a digital events programme in weeks and grew event revenue year on year while competitors collapsed.

Paid Media Consultant

Babylon Health

Mar 2019 to May 2019

Three-month engagement supporting the NHS GP at Hand patient acquisition campaign. Built and optimised PPC, UAC, and paid social campaigns in a patient-facing healthcare context. Upskilled a new in-house marketing team and handed over a functioning paid media operation.

Marketing Director

easyMoney

Dec 2017 to May 2018

Built the entire consumer-facing marketing function from zero before launch day. Audience profiling, brand messaging, website, performance marketing across Google, Facebook, LinkedIn and Bing, print, London ATL and radio. Every channel, built from scratch. The brand

grew to over £100M in funds under management.

Head of Digital

Wordbank

May 2015 to Jun 2017

I led the digital transformation, building the digital services function, the team and the delivery model. Grew department revenue 127%. Clients included Google, Netflix, Nivea, PipeDrive, Glion Higher Education and also the Leisure Pass Group where I grew their revenues by 80% YoY.

Social Media Consultant Skype (Microsoft)

Nov 2014 to May 2015

Managed social media for Skype across platform promotions and two major brand activations: the X-Games sponsorship and Skype Bands on Tour. Responsible for content posting, community management and real-time engagement strategy across both campaigns, with a focus on driving trending activity and audience interaction during live events.

Head of Media Services

WPP (POSSIBLE MediaCom Mindshare)

Apr 2009 to Oct 2014

Worked across WPP network agencies, progressing from Senior Account Manager to Head of Media Services across London, Brisbane and global client portfolios. At Mindshare and MediaCom I managed multi-million-pound paid search campaigns for HSBC, Virgin Money, ITV, Queensland Government and Universal Music, and built a bid management tool subsequently adopted across both agencies. At POSSIBLE I led the Media Services team across PPC, SEO, Social and Content, achieving the highest utilisation and lowest staff turnover in the network and delivering a 478% ROI uplift for Viking River Cruises, a 110% profit increase for T.M.Lewin and while managing campaigns for Microsoft, GSK, P&G, Nokia, Ford.

Marketing Manager

Richmond Pharmacology

Dec 2008 to Apr 2009

Rebuilt a fully outsourced marketing function in-house. Reduced cost per lead from £60 to £20 and increased ROI by 600% in the first month.

Digital Manager

Enhance Media

Jun 2007 to Dec 2008

Managed performance marketing for Dell, AXA and Bloomberg. Founded the agency's SEO department, securing its first SEO clients. Led data collection and analysis for NORAS, the National Online Recruitment Audience Survey, at the time the largest recruitment research study in the UK.

EDUCATION AND RECOGNITION

Degree in Marketing and Business Management

IMM Graduate School, South Africa

2003 to 2007

- Google Marketing Advanced Certified
- Top 50 Most Influential People in Search, *The Drum*
- Judge, *DMA Awards*
- Co-authored UK's BTEC in Online Copywriting

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