Kaycee **Uzougbo**

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I am a broad digital specialist who understands, that in today’s competitive marketplace organizations **need to intimately know, understand & deliver real value to customers on their terms**, in an increasingly competitive digital world. My goal is to make that happen by delivering best-in-class digital strategy to remain highly competitive, improving customer experience (CX), alongside generating profitable incremental revenue.

It’s imperative for me, to understand how & why the customer buying community is constantly changing by having a deep understanding (Audience Centricity) & how to stay on top of this trend.

I possess great leadership qualities, high focus on data analysis & enrichment with the right tools. Also utilise my project management expertise for driving business growth, fused within innovative methodologies via a scalable, agile, digital ecosystem with the customer right at the centre.

I also have long-term experience in driving social strategy across platforms, with tactical proficiency in major paid media such as LinkedIn, 6Sense. Also administer automation systems such as Eloqua, Pardot (Salesforce Engagement) and ABM/CDP/Data tools like Demandbase/6Sense, Uberflip, datafox, DOMO, Integrate etc.

Advanced in digital dashboard creation using looker studio, BI intelligence to integrate multiple data sources.

**My Expertise**

**Digital Business Transformation**: I’ll lead the corporate digital strategy & define business models to re-invent the organization by using innovation delivery & technology as a driver whilst rapidly aligning with changing expectations of customers to build brand affinity and deliver increased/recurring revenue.

**Digital Marketing Innovation**: I’ll constantly provide support to the marketing BU/ IT structured teams by creating & leading the overall digital web & channel strategy/operations (audit & mgt) for all business websites/extranets etc, utilizing tools like JIRA, Wrike, Bugherd, DOMO or analytics sets such as Google Analytics, Tableau, Adobe (AEM) & Web CMS Systems, Also using SA360, DV360, LinkedIn Campaign Manager, 6Sense ABM revenue analysis.

* **Strategic Roadmap** – Defining and implementing best in class martech strategy. Help introduce Customer data platforms (CDP) that connects every relevant bit of historical and real-time data also creating a single, unique record for every customer, providing the ingredients required to drive customer experiences.
* **Automation:** (a) Using AI to do everything from predicting product demand to automating planning tasks.

(b) Integrating CRM [Salesforce] with relevant marketing automation technology such as Marketo/Eloqua/ Hubspot/Pardot. Design nurture campaign programs with transition cadence rule sets with lead generation goal.

* **Improved marketing methods & automation integrations** with several platforms and tools such as Facebook / LinkedIn / Google Adwords / Twitter / Instagram as well as the deployment of marketing /tracking tags/pixels.
* **Campaigns/Content Strategy**- I assist by creating strategic plans, test, optimize & design creatives for high engagement & conversions.
* **Demand Generation-** Executing a series of strategies, tactics, campaigns, & assets to attract new prospects, convert quality leads & increase consumer awareness and interest at every significant touchpoint.

*\*Measure, Optimize Reports & Analytics: Analyse audiences, behavioural patterns & uplift customer experiences.*

* **Improve ROI** using highly targeted and tailored campaigns across major channels such as below:

Email Marketing & Optimization, Social Media Marketing (Organic); Social Media Advertising (Paid), Search Engine Optimization (SEO), Search Engine Marketing with AdWords (SEM & PPC); YouTube Ad Strategy+ Display Ads+ CTV (Connected TV) - utilizing CMP’s (creative marketing platforms) to run personalised programmatic Ads (***using RTB & Bid shading tactics, Bayesian statistics for reporting***) to enhance product promotion with security, scale & compliance.

. **Data & Analytics**: I support marketing operation teams by recommending/implementing technology to allow fast, free, & frictionless way to load, integrate and analyze high-quality campaign, pipeline, forecast, and revenue data. Also I’ll set up secure private data exchange to improve use of data between company & its agencies/vendors by advancing data quality & reporting analytics through seamless customer data platforms.

**Digital Enablement**: Review/train/enable cross-functional teams & SLT’s across regions on new & best practices adoption of digital technologies hence putting the brand at the forefront of digital developments

**Professional Experience**

**Digital Specialist – UK** (As a **Freelance contractor**, below are my most recent projects  **Jan 2019 – Date**

**Expereo (Global)- Digital Innovation Lead –** Assisting the business to drive digital innovation, increase demand through digital marketing (hands on implementation) & new technology adoption. Improving brand presence.

**Responsibility & Key Achievements**

First 30-60 days I assisted the team by improving brand presence in Google search (SEO) placing key solutions in page 1. Introduced new analytics and insight reporting. Drove B2B engagement across newly launched website.

**Keyloop (Global)-** Digital Automation Specialist**-** Pardot & Technology Coordination

**Responsibility & Key Achievements**

* Assisting all regional & Marketing Ops team Pardot/AE. Optimising Salesforce marketing cloud proficiency, training, reporting, data enrichment & B2B performance marketing & automation
* working with Salesforce CRM (account engagement), being current with E-mail, SMS and PUSH marketing trends, benchmarks, and regulations such as TCPA, CAN-SPAM, CCPA, CASL, GDPR

**Informa -** Digital Marketing & Product Technology Lead **(**Sitecore, Sprinklr & Eloqua support)

**Responsibility & Key Achievements**

* Managed the company’s CMS platform: Sitecore Upgrade from 9.2 to Version 10.2 (*with IT & System developers*) which delivered change & improved marketing automation.
* Digital marketing Innovation- Recommended new technologies to drive revenue generation.
* Improved team Collaboration/Engagement- by building SharePoint Communications sites, using Ms Teams
* Improve analysis across several digital channels including Social campaign structure, recommendations that consider different stages of the funnel
* Introduced clear & precise reporting dashboards in JIRA, Eloqua, Sprinklr to allow data led/informed digital marketing activities etc.

**Medtronic –** GlobalDigital Communications Lead digital intelligent marketing automated campaigns & Communications.

**Responsibility & Key Achievements**

* **I supported the GIDE (Global Inclusion Diversity & Equity) campaign – by** creating & promoting high engaging & diverse content for internal/external audience’s which increased awareness & conversions.
* **Developed the overall digital strategy/implemented all digital activities** to promote IT’s new company portal **named ‘Click’ –** Also worked with IT in recommending better ways to drive engagement using data.
* **Interfaced with marketing leads** to understand complex customer journeys, build matrix plans, hence provided guidance & direction on how marketing automation can help achieve marketing goals.
* **Improved internal digital communications/employee engagement activities** significantly on Yammer/key channels other than emails.
* **Introduced Eloqua marketing automation-** drove product marketing campaigns, engagement programs via nurture streams, also analyzed effective campaign results whilst making recommendations with actionable insights that saw employee engagements raise substantially.
* **I built systematic campaign reporting;** which led to revised lead life-cycle management & lead scoring efforts for the MedTech products which saw a 22% rise in sales enquiries.
* **I substantially improved product website SEO-** by establishing/bolstering the website information with google in areas such as mobile first indexing, Knowledge graph, algorithmic changes, & AI inventions etc.

**Verint EMEA**-

Drove the digital strategy, Hands on performance marketing, automation using Eloqua instance.

**Responsibility & Key Achievements**

* **Managed Eloqua marketing automation programs** tied to the Verint’s website, event registrations (webinar and in-person events) systems, and content strategy
* **Developed and delivered marketing automation** metrics; by interpreting data; & reports against KPIs

**Westcon Comstor EMEA/APAC**-

Supported the digital team with Marketo migration from Pardot systems.

which involved ensuring we used the right automation rule sets in campaign programs, digital marketing.

**Responsibility & Key Achievements**

* **Marketo Administration**: Led Marketo integration & assisted the team with best practices on optimization, creating campaigns, using Marketo’s analytics suite (opportunity analyzer) to drive actionable decisions.
* **Transformation**: Constantly aassessing current state of the marketing automation stack whilst collaborating with marketing leadership to create a development strategy and roadmap. Oversee the execution of that strategy.

**My Other Roles Involved,**

**Hoxby UK**: Assisted the digital team with performance marketing, campaign management, reporting, analysis and lead automation utilizing Marketo instance.

**GSMA:** Led an innovative digital transformation program & mobile app development for Mobile World Congress.

**Centric Software, UK** Jun 2018 – Oct 2018

Digital Marketing Innovation Consultant (Contract)

Responsible for the overall digital strategy/implementation which involved automation, digital marketing.

**Responsibility & Key Achievements**

* **Critical Thinking**: Remodeled the Lead Lifecycle (LLC) process to achieve marketing-sales alignment & business quality leads in our CRM system.
* **Digital Transformation**: Educated the (SLT) Senior leadership team/Software & Global field teams (top-to-bottom) on what digital best-practices to adopt, whilst ensuring we obtain high ROI on all digital activities.
* **Innovation**: I introduced DOMO data intelligence platform after a successful pilot to provide a 360’view customer dashboard & measurement, providing clear business insights across all data sources to key senior stakeholders whilst proving the value of going digital.
* **Martech Strategy**: Effectively designed & mapped out the technology-stack, & deployed all cloud software tools with 100% user-acceptance test’(UAT) satisfaction achieved
* **Website Dev/Mgt**: Defined the CX map, managed, customized & optimized all local EMEA websites in full alignment with worldwide messaging and layout.
* **Salesforce CRM**: **Improved SFDC data** (Accounts/Contacts/Lead/Opportunity) by introducing data cleansing software ‘*CRM Refresh application’* with built-in AI technology, hence reported a ‘95% data accuracy rate.

**- Connected all marketing data sources** into one-source-of-truth dashboard showing (*Goals/trends/insights*)

* **Content Marketing**: Improved content engagement & introduced retargeting on our blog content using TF-IDF hence it significantly improved brand discoverability (SEO) on major search platforms.(Google, Bing)
* **Digital Advertising (Brand & Direct Response)** with Display Ads: By introducing the use of dynamic display, & working with DSP’s to increase our engagement for EMEA & Asia markets, I also established baseline KPI’S which recorded further 25% reduction in cost per ad & 470% rise in clickthrough rates.
* **PPC/SEO:** Introduced SEO tool (SEMRUSH) to improve web-data analysis & SEO conversion rate.
* **Social Media Optimization**: Improved brand awareness/audience reach for our Facebook & Instagram ads using insights/sentiment analysis. Also achieved a 5% LinkedIn content engagement by optimizing sponsored updates.

-Updated/optimized content for websites & blogs, including posting new content, editing existing pages with copy, graphics, multimedia, social media, GDPR consent & cookie management, etc.

* **Data Analytics**: Provided constant data reporting across all digital activities to improve brand SEO rankings.
* **GDPR**: Consulted with the Chief Legal Counsel & DPO to update and roll-out staff training in data protection.
* **Thought leadership**: Served as subject matter expert for harnessing Pardot and Salesforce systems

**CenturyLink, UK (formerly Level 3 Communications)** May2016 – Jun 2018

Head, Digital Marketing & Strategy EMEA

In this role, I owned the EMEA wide digital strategy, managing a team by overseeing digital marketing operations,

thus successfully generated over 20% increase in digital sourced opportunities.

**Responsibility & Key Achievements**

* **My** **Quick-wins**: Utilized Eloqua to automate manual lead processes to include routing, ranking, deduplication, & autoresponders:- By introducing effective Oracle marketing cloud solutions at no extra cost, to optimize email marketing operations, hence improved email deliverability & clickthroughs from a previous 0.79% to 4.44%, with improved open, bounce & forward rates.
* **Cost Savings within 90 days:** By helping the field marketing team to reduce agency recurring spend from £44K to £17k adopting several in house technologies that were rather redundant whilst optimizing internal workforce.
* **Digital Strategy**: Designed the DCOE (digital center of excellence) framework; aligning with IT business strategy. Also implemented a digital academy; to enable/educate C-level/Mid-level executives on tech-trends.
* **Technology Mgt**: Efficiently managed all system instances’ including emails template build, email programing, testing & optimization, data segmentation, list uploads, lead scoring, database management, reporting & analysis.
* **User Experience**: Enhanced CX & visual content across all digital platforms, improving SEO & lead quality.
* **Salesforce CRM** [**SFDC**]: I led the Lead Lifecycle & Revenue Cycle Design to include a nurture model hence increased marketing efficiency with sales alignment, which further resulted in leads (MQL) generation delivering $2.5m Sales/Return on investment – ROMI = (10.1)
* **Project Delivery**- Delivered the key **Eloqua migration project** by migrating all databases & campaigns into Marketo automation system after Day-One of the brand’s merger & acquisition deal completion.

- *Artificial Intelligence Project*- I managed the team effectively to enhance smooth project delivery by identifying the team makeup, sprint planning, execution with retro tools for risk mitigation and ensured success reports).

* **Website Dev/Mgt:** Also worked with my team to develop new website plan for the merger & acquisition, through effective scoping, CX mapping, implementation, testing (UAT), release and deployment.
* **Website Project Delivery**: Ensured timely release of all six new EMEA regional websites whilst constantly updating our EVP/Stakeholders with accurate budget control & issues resolution (utilizing JIRA & Confluence).
* **Marketing Automation:** Utilized **Marketo** to build & automate high volume of email programs for demand generation, lead nurture, personalized content, product marketing, newsletters & customer notifications.
* **Campaign Management:** Deployed nurture integrated campaigns with KPIs achieved over the qtr.
* **Social Media:** Improved LinkedIn content engagement above average (.5%) across all brand pages.
* **PPC/SEO**: Led an EMEA campaign & achieved (MQL) leads in France & Germany, summed @ 200k MRR.
* **Lead Acquisition:** Acquired over 250 MQL’s from Social & ABM marketing campaigns with sales follow up.
* **Data Management/Cleansing:** Worked with Segmentation team, to build customer analytic models (including propensities to contact, buy and churn) and visualizing customer insight using SQL, Tableau.
* **Data Operations:** Dedupe, normalize, protect, route, & enrich records in a single, secure cloud-based platform.
* **GDPR Consultation**: Assisted by educating the wider team on PII Data, website cookie management & Opt-ins.

**CA Technologies UK (formerly Automic):** Sept2015 – Apr 2016

Global Digital Campaigns Manager (Contract)

**Oracle Corporation** Jun2014 – May 2015

Senior Field Digital Experience Manager, ECEMEA (Contract)

**IBM** Oct2011 – May 2014

Channel Digital Manager

**Converge Technologies Ltd, UK** Mar2010 – Sept 2011

Digital Marketing Strategist, EMEA (Contract)

**Business Connexion Ltd** May2008 – Feb 2010

Relationship Business Manager

**Computer Warehouse Group** Nov2005 – Apr 2008

Sales Relationship Manager

**WTG** Feb2003 – Oct 2005

Marketing Account Executive

**Digital Tools Proficiency**

* CMS/Customer Experience: iPerception; Medallia, Opinion Labs, Episerver, Aquia, Sitecore, WRIKE
* CRM/Marketing Automation: Marketo, Hubspot, Eloqua, Getresponse, Salesforce CRM, Datorama
* Data & Web Analytics: Google Analytics 4, Bluekai, Soasta, Exelate, DOMO, Synthesio, RingLead,Vidmob
* CDP: Bluevenn, CXUnity, Ensighten, Datorama, Lattice Engines, Salesforce Customer 360
* Design and Testing: Adobe Cloud (AEM), Indesign, WordPress, Hubspot COS, Optimize 360, Litmus
* Search Optimisation (PPC): GoogleAds, Seomoz, SEMrush, VISIQ, Brandwatch, Brighthedge, SEOWheel
* Marketing and Web Security: Adobe Audition, Ensighten, CX Unity
* Digital Asset Management/CDP: Webdam, Canto
* Collaboration and PM: Microsoft teams, Trello, Slack, Jive, Smartsheet, Jira, Bugherd, Airtable
* Social Media Management: Icionosquare, Optimove, HootSuite, Eclincher, Buffer, Synthesio, Keyhole
* Tag Management: Tealium, Google (GTM)
* Heatmaps: Hotjar, Ms Clarity

**Professional Development & Training Certificates**

* Robert Gordon University, UK MSc: Masters in International Business Marketing (INC)
* Henley Business School, UK: Digital Leadership- Creating Value through Technology
* AAU, NGA: Bachelor of Arts Degree in Public Administration
* Boston University, USA: Digital Transformation Strategy
* Babson College, USA: Digital Strategy and Action
* University of Maryland, USA: Applied Scrum for Project Management
* Georgia Tech. USA: Innovation Leadership
* Digital Marketing Institute UK: Professional Diploma in Digital Marketing
* IBM: Digital First - Social, Mobile& Cloud Computing (00619522)
* Oracle: Modern Marketing Training
* Citrix: CCSP 004-1W Certified Specialist in Virtual Cloud Computing Solutions
* PRINCE 2: Certificate Training overview
* Miller Heinemann: Certified Training on Sales performance
* Open University, Australia: User Experience Certificate Training Certificate
* Open University Big Data for Better Performance- Certificate
* IDM: Registered Member Institute of Data & Marketing
* Google: Certificate in Digital Marketing Proficiency; -
* Google: Certificate - Activating Customer Centric Marketing
* Eloqua: Eloqua Topliner- Build and manage campaigns with Eloqua insights for reports
* Marketo: Sales Insight - design & implement a Sales Insight workflow
* UI Path: Level 1 Robotic Process Automation (RPA Tool) Machine Orchestrator
* Tom Associates: Negotiation Skills Certificate
* Accenture: Digital Skills- Digital Marketing Training Certificate

**Personality Trait**

A leader, creative, positive minded & approachable, I enjoy building rapport & relaying insights to internal & external stakeholders.

Other traits include;

* I am dependable, accountable with excellent problem-solving skills & highly collaborative work ethic.
* Credible & articulate, with excellent communication, presentation, and interpersonal skills.
* I possess strong team coaching ability for creating a shared vision with the willingness to empower, rather than micromanage.
* Meticulous attention to detail, avoiding brand blunders, with an overall passion for continual improvement.

**My Key Interests**

* Inside the Workplace | I utilize passion & bring my large corporate experience into a role & build for success, joined with a daily strong drive to collect, analyze, interpret vast amounts of customer data to deliver personal & intuitive customer experiences while always willing to roll up my sleeve to do the dirty work.
* Outside the Workplace | Love Music, reading, travelling, socializing constructively with work colleagues, mentoring, coaching U16 basketball heroes for Basketball England or improving individuals in my team.

**Learn more via** <https://www.kayceeuzougbo.com/resources>

**My LinkedIn Profile & Recommendations**

<https://www.linkedin.com/in/kayceeuz/>

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