

PROFILE

Marketing lead with ten years across music tech, gear e-commerce and audio software. Currently heading the growth & acquisition team at Krotos — owning content, landing pages, email, social, paid ads and user acquisition, and building AI-driven workflows to scale it all. Guitarist, composer and all-round gear nerd.

90k → 170k

EMAIL SUBSCRIBERS

18k → 52k

INSTAGRAM FOLLOWERS

28% · 5%

OPEN · CLICK RATE

CORE EXPERTISE

Email Marketing

Strategy, segmentation, automation & design.

Social Media

Instagram & YouTube growth and community.

AI & Automation

Custom skills, automations & connectors.

Content & SEO

Tutorials, sales copy, white papers & SEO.

Design & Editing

Graphic, video & photo — shoots & edits.

TOOLS

ActiveCampaign

Klaviyo

Mailchimp

Claude

Lovable

Figma

Adobe CC

Canva

WordPress

Webflow

Google Analytics

Mixpanel

Power BI

Meta Ads

SEO

EDUCATION

PhD, Electronic Music Production & Composition

Edge Hill University · In progress

MRes, Media & Creative Arts

Edge Hill University · Distinction

BA (Hons), Media, Music & Sound

Edge Hill University · First Class Honours

EXPERIENCE

Krotos

2021 — PRESENT

Marketing Operations Lead

Audio Software

- Promoted to Marketing Operations Lead (June 2026), from Marketing & Multimedia Content Lead (2024) and Content Marketing Specialist (2021).
- Lead marketing pipeline across email, design, social, content and paid acquisition.
- Own the email programme; scaled list 90k → 170k at 28% OR / 5% CR.
- Design, build and maintain web presence — landing pages and site work in WordPress and Webflow.
- Run @krotosaudio end-to-end; grew Instagram 18k → 52k in 18 months.
- Build AI workflows, custom skills, automations and connectors (Claude, Lovable).
- Own reporting and campaign optimisation via Power BI, Google Analytics and Mixpanel.

Connected Essentials

2019 — 2021

Marketing & E-commerce Specialist

E-commerce & Marketplaces

- Owned storefront listings across Amazon and B2B marketplaces for discoverability and conversion.
- Wrote product copy and designed graphic assets for listings and pages.
- Produced in-house product photography and visual content.
- Designed physical products from prototype to production and launch.

Sound Affects

2017 — 2019

Content & Marketing Specialist

Boutique Music Gear Retailer

- Owned email, social and video channels for a premier UK guitar retailer.
- Built listings and specialised content for a two-sided marketplace, including Reverb.
- Shot product photography and produced video walkthroughs and graphics.
- Demonstrated gear on-camera at regional UK guitar shows and events.