

Marketing-savvy AI builder. Currently Head of Marketing at 90 Seconds, building AI tooling for the global marketing function.

## 2 years

building marketing tooling in Replit, Claude Code and the Anthropic API

## \$5M

in opportunities generated at 90 Seconds since June 2024, on an AI-augmented function

## 15+ years

of marketing experience anchoring the AI-builder credibility

## CAREER SUMMARY

Marketing-savvy AI builder with 15+ years of marketing experience across enterprise B2B SaaS, tech, tourism and higher education. Two years building practical marketing tooling in Replit, Claude Code and the Anthropic API. Comfort sits in problem framing and rapid prototyping, not deep engineering. Bring AI-assisted workflows into the marketing function as the default.

Currently Head of Marketing at 90 Seconds, a global B2B video SaaS platform. Lead the global marketing function from APAC. Two direct reports based in the region. Own the pipeline number. \$5M in opportunities generated since June 2024 on a function running on AI-augmented operations. Partnered with our VP of Product on the GTM OS, an internal operations platform now in daily use. Certified Practising Marketer.

## CORE COMPETENCIES

- **Problem framing and rapid prototyping.** Translate marketing problems into agent workflows, internal tools and AI-assisted content systems. Build live in Replit and Claude Code.
- **GTM OS.** Architected with our VP of Product. Integrates CRM and SEMrush data to automate market mapping and content coverage analysis. In daily use across the global marketing function.
- **AI agents on the Anthropic API.** Deployed to migrate a 300+ page website using an AI-scored content inventory and an automated migrator. Custom reconcile-brand CLI for brand page audit.
- **90Labs sales-enablement platform.** Built in Replit. Hosts 29+ active assets and a Pitch Builder used daily by the global sales team.
- **AI-assisted marketing operations.** Content production, market mapping, named-account research. HubSpot AI layer (Breeze, ContentRemix). HubSpot Customer Agent live for 90 Seconds support.
- **Pipeline accountability.** \$5M in opportunities generated since June 2024 at 90 Seconds. AI-augmented operations behind the number.
- **Marketing leadership credibility.** 15+ years across B2B SaaS, tech, tourism and higher ed. Three HubSpot Impact Awards. Director of Digital Adelaide for nine years.

## AI AND MARKETING STACK

**AI tooling.** Claude Code, Claude (Sonnet, Opus), Replit and the Anthropic API. FigmaMake, Claude Design, Midjourney, Grok, OpusClip. HubSpot Breeze, ContentRemix and Customer Agent.

**Marketing tech.** HubSpot (expert, HubSpot Impact Award winner), Salesforce, Google Analytics, SEMrush, LinkedIn Campaign Manager, Google Ads.

**Channels.** ABM, paid (Google, Meta, LinkedIn), SEO and content, lifecycle (HubSpot), field events, PR, partner co-marketing.

## Head of Marketing · 90 Seconds

2023 – Present · Global B2B SaaS video platform · Member of the Leadership Team, reporting to the CEO

Lead the global marketing function from APAC. Two direct reports based in APAC. Collaborate with sales and marketing counterparts across US, UK and EMEA. Cover the full marketing function: strategy, brand, content and video, demand generation, lifecycle, sales enablement and field events.

- **GTM OS.** Partnered with our VP of Product to architect an internal GTM operations platform. Integrates CRM and SEMrush data for automated market mapping and content coverage analysis. In daily use across the function.
- **AI agents on the Anthropic API.** Deployed agents to migrate a 300+ page website using an AI-scored content inventory and an automated migrator. Custom reconcile-brand CLI for brand page audit.
- **90Labs.** Built a live sales-enablement platform in Replit. Hosts 29+ active assets and a Pitch Builder used daily by the global sales team.
- **AI-assisted operations.** Introduced AI-assisted workflows for content production, market mapping and named-account research. HubSpot Customer Agent configured for 90 Seconds, now handling incoming support queries.
- **Pipeline.** Generated \$5M in opportunities from inbound lead generation and performance optimisation since June 2024. Own the pipeline number and report marketing-sourced and influenced contribution into leadership.
- **Brand and creative.** Delivered a new brand within the first two months in the role, including the launch of the new multilingual website.
- **Enterprise procurement.** Worked inside enterprise customer procurement processes covering MSAs, regional supplier agreements and Statements of Work.

## Digital Marketing Manager · Refuel Creative

2020 – 2023 · B2B SaaS, government, defence, aged care and disability sectors · Member of the Leadership Team, reporting to the CEO

Four direct reports. Led the team to deliver multi-channel marketing strategies and campaigns. Managed budgets above \$900K. Wrote winning proposals.

- **HubSpot platform work.** Shaped a HubSpot implementation for K-TIG, an industrial SaaS client, across Marketing, Sales, Service and CMS Hubs. 172% increase in leads within three months. Won the 2023 HubSpot Impact Award for Platform Excellence.
- **Lifecycle automation.** Re-engaged 4,000 inactive SaaS subscribers through a nurture workflow. 1,000 users signed back in. 20% lift in trial users.
- **ABM and executive audiences.** Exceeded marketing qualified leads target by 3.8x for social ad campaigns targeting CEOs, MDs and Business Owners over four months. Delivered for an executive growth programme at the University of South Australia.
- **Channel and partnership wins.** Delivered \$350,000 in agency revenue through winning proposals within 18 months. Won a contract with Lot Fourteen for their social media strategy.
- **Paid performance.** Acquired 82x ROAS on a B2C Google Search Ads campaign for a national hostel chain, generating approximately \$410,000 in revenue. Delivered data-led ad strategy for UK mobile game developer TreesPlease Games, acquiring 500,000+ users at a 20% reduced CPI.

## Director · Digital Adelaide

2015 – 2025 · SA's largest marketing conference · One of three directors

Built and sustained a nine-year community brand for the SA marketing profession.

- **Event growth.** Grew Digital Adelaide (formerly Social Media Day Adelaide) from about 40 marketers to over 200 delegates.
- **Speaker and sponsor programmes.** Curated speaker line-ups that attracted larger national partners each year. Built long-term sponsor relationships across tech, education and SA government.
- **End-to-end event delivery.** Owned venue selection and vendor management, sponsorship sales and fulfilment, ticketing and attendee acquisition, on-the-day production and post-event reporting.
- **Format pivots.** Worked with co-directors during COVID-19 to deliver a 100% virtual conference in 2020.

## Brand Marketing Executive, Digital Marketing Executive · SeaLink Travel Group

2015 – 2020 · ASX-listed tourism group · Managed digital and traditional marketing across SA brands

- **SeaLink Bruny Island launch.** Launched the digital presence in 2018. Acted as official spokesperson within local Facebook communities. Lifted NPS from -50 to +10.
- **Influencer programme.** Initiated and developed the framework, including risk assessment and brand-safe partner sourcing. Doubled SeaLink's media library with high-quality user-generated content.
- **Short-burst campaigns.** Delivered \$326,000+ in online sales for a 3-day SeaLink Kangaroo Island sale, up 97% YoY (2018).
- **Paid media.** Managed ad budgets of approximately \$120,000 per year across Google and Facebook at a 10x ROAS, approximately \$1 million in revenue per year.

## Head of Digital · Nucleus

2013 – 2015 · Marketing agency · Led web, digital and social media projects

- Delivered B2B digital strategy on the Adelaide Bank account. 30 new lender leads per month.
- Worked on Bendigo Bank "Wealth Made Simple" explainer videos.
- Delivered creative and paid channel strategy for TAFE SA. 100 new student enquiries in one month.

## Lecturer · UniSA Creative and TAFE SA

2011 – 2018 · School of Business and Marketing (TAFE SA) and UniSA Creative

- Developed and delivered Australia's first tertiary social media course at TAFE SA in 2011.
- Developed and delivered Australia's first postgraduate Social Media Management course in 2016 as part of the Graduate Diploma in Communication (Public Relations).

## AWARDS

YEAR	AWARD	DETAIL
2023	HubSpot Impact Awards, Platform Excellence	172% increase in B2B website leads for industrial SaaS client.
2022	BDO Fast Movers List	Refuel Creative named in SA's top 25 fastest-moving companies.
2020	HubSpot Impact Awards, Grow Better: Sales	445% subscription increase for SaaS startup client.
2020	HubSpot Impact Awards, Integrations Innovation	Innovative integration work for SaaS startup client.

## QUALIFICATIONS

YEAR	QUALIFICATION	INSTITUTION
2022	Certified Practising Marketer	Australian Marketing Institute
2022	Scrum Master Certified (SMC)	SCRUM Alliance
2020	Inbound Certified	HubSpot Academy
2020	Various Google Ads Certifications	Google
2013	Bachelor of Media in Marketing	University of Adelaide

Full work history and certifications on LinkedIn. Referees available on request.