

Senior B2B marketing leader. Currently Head of Marketing at 90 Seconds, leading the global marketing function from APAC.

\$5M

in opportunities generated at 90 Seconds since June 2024

15+ years

of marketing experience across B2B SaaS, tech, tourism and higher ed

3x

HubSpot Impact Award winner across Platform Excellence, Sales and Integrations

CAREER SUMMARY

Senior B2B marketing leader with 15+ years of marketing experience across enterprise B2B SaaS, tech, tourism and higher education. Currently Head of Marketing at 90 Seconds, a global B2B video SaaS platform. Lead the global marketing function from APAC with two direct reports based in the region. Collaborate with sales and marketing counterparts across US, UK and EMEA. Own the pipeline number. \$5M in opportunities generated since June 2024 through inbound, paid, ABM, lifecycle and field.

Multi-award winning. Three HubSpot Impact Awards. Nine years building Digital Adelaide into South Australia's largest marketing conference. Comfortable founding a function from first principles. Bring AI-assisted workflows into the marketing team as a force multiplier. Certified Practising Marketer.

CORE COMPETENCIES

- **B2B demand generation.** Pipeline accountability through inbound, paid, content, ABM and lifecycle. \$5M in opportunities generated since June 2024 at 90 Seconds.
- **Revenue impact and reporting.** Marketing-sourced and influenced contribution reported into leadership. 172% lead lift for a B2B SaaS client via HubSpot rebuild. 3.8x over MQL target on executive ABM.
- **Multi-market campaigns.** Adapt global campaigns and brand assets into regionally-relevant motions. Collaborate with sales and marketing counterparts across US, UK and EMEA.
- **Field events and sponsorships at scale.** Nine years as a Director of Digital Adelaide. Speaker programmes, sponsor sales, vendor sourcing, on-the-day production.
- **Brand and creative leadership.** Delivered a new 90 Seconds brand within two months of starting, including a new multilingual website. Lifted SeaLink Bruny Island NPS from -50 to +10.
- **Sales partnership.** Built 90Labs, a live sales-enablement platform hosting 29+ active assets and a Pitch Builder used by the global sales team.
- **Team leadership.** Two direct reports at 90 Seconds (APAC). Four at Refuel (Adelaide). Scrum Master Certified.
- **Enterprise procurement.** Fluent in MSAs, regional supplier agreements and Statements of Work through 90 Seconds enterprise customer work.

MARKETING STACK

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

Tools. HubSpot (expert, HubSpot Impact Award winner), Salesforce, Google Analytics, SEMrush, LinkedIn Campaign Manager, Google Ads, Adobe Creative Cloud (briefing level), Canva, Figma, Asana.

AI layer. Claude Code, Replit and the Anthropic API for marketing operations, content production and named-account research. HubSpot Breeze and ContentRemix for in-platform lifecycle work.

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: regional and global strategy, brand, content and video, demand generation, lifecycle, sales enablement and field events.

- **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.
- **Demand generation.** Multi-channel programmes across inbound, paid, content, ABM and lifecycle. Run the APAC events calendar end to end with attribution back into HubSpot.
- **Brand and creative.** Delivered a new brand within the first two months in the role, including the launch of the new multilingual website. Led the team to optimise the site for organic traffic, conversion and lead quality.
- **Sales partnership.** Built 90Labs, a live sales-enablement platform hosting 29+ active assets and a Pitch Builder used by the global sales team across markets.
- **Multi-market campaigns.** Adapt global campaigns and brand assets into regionally-relevant motions. Partner with US, UK and EMEA counterparts on shared programmes.
- **Enterprise procurement.** Worked inside enterprise customer procurement processes covering MSAs, regional supplier agreements and Statements of Work.
- **AI in the function.** Introduced AI-assisted workflows for content production, market mapping and named-account research. Partnered with our VP of Product on an internal GTM operations platform that integrates CRM and SEMrush data.

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.

- **Demand generation for B2B SaaS.** 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.
- **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.
- **Lifecycle and expansion.** Re-engaged 4,000 inactive SaaS subscribers through a nurture workflow. 1,000 users signed back in. 20% lift in trial users.
- **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.