

Rob Stephenson

Address: Hertfordshire (full details on request)

Contact details: 07804 643830 or <mailto:rob@robscv.co.uk>

Website: <http://www.robscv.co.uk>

LinkedIn: [View profile](#)

Profile

Having held a number of digital marketing roles since 2000, this highly motivated individual has a strong passion for digital marketing and how it can best serve both the organisation and end client. A strong team player, he is able to demonstrate versatility, commitment, strong communications skills, and initiative and above all drive to achieve business and personal goals.

Career history

Vanguard Asset Management, London

Jan 2020 to date

A global company providing investment management, asset and fund administration and fiduciary and banking solutions.

Digital Product Owner

Working with Vanguard's business leaders and channel marketing managers to determine the business strategy and roadmap for Vanguard's European B2B client facing websites. Core to the role is working within an Agile framework to deliver website projects as well as product enhancements.

Key responsibilities

- Determine the business strategy for Vanguard's client facing sites with business leaders and channel marketing
- Lead creation of business cases based on strategy, data, market research, competitive analysis and personal experience
- Build requirements as defined by business unit and end-user and contribute to design solutions
- Manage development efforts from enhancements to large scale projects working with cross business and IT functions
- Proactively keep business areas and management informed of project status and potential blockers
- Manage scope while taking business need, fiscal responsibility, and risk into consideration
- Assess and source any external vendors to supplement internal resources i.e. UX, web development, web research
- Report on health of sites and provides key management information to ensure that they are providing business value
- Manage any issues relating to the sites and work with relevant teams on issue resolution and communicate updates
- Develop and maintain strong working relationships with all business and IT partners
- Develop understanding of regulatory environment, technology innovations and emerging digital trends

Highlights

- Launched combined UK adviser and institutional site (single professional investor site) (Jan 2021)
- Build and rollout of custom lead generation form (Jan 2021)
- Launched German professional investor site (Oct 2020)
- Rollout Adobe Launch for site tracking, social media and marketing tags (Oct 2020)
- Developed process to incorporate accessibility and SEO optimisation in to site build (Oct 2020)
- Launched German retail investor site (Jan 2020)

Northern Trust, London

Aug 2009 to Nov 2019

A global company providing investment management, asset and fund administration and fiduciary and banking solutions.

Digital Marketing Manager

Consultation, project management and execution of digital marketing tactics across EMEA and APAC, including, web, campaigns, email marketing, social media, and search engine optimisation, mobile and video.

Key responsibilities

- Provide consultation and development of digital marketing tactics including, web, mobile, social media, video and email
- Develop, modify and implement campaign sites as well as maintaining existing corporate sites
- Coordinate and manage local video production requirements intended for internal and external consumption
- Initiate, maintain and provide ongoing design, architecture, usability and functionality of site(s) and web content
- Integrate work of writers, designers and developers to produce approved web pages in line with corporate guidelines
- Manage the day-to-day updates of marketing communications content owned on Northern Trust sites
- Ensure corporate style guidelines are adhered to across all digital touch-points

- Maintain and update web content for appropriate timeliness, legal and compliance requirements
- Curate metrics and measurement to evaluate performance and provide actionable recommendations
- Provide direction and project prioritisation to the technology teams
- Lead and contribute to local and global digital marketing projects
- Team and line management responsibilities

Highlights

- Key stakeholder and contributor: culmination of a three year project to relaunch northerntrust.com (May 2019)
- Project lead: design, build and deployment of a proprietary capital markets research site (Sep 2018)
- Project lead: marketing communications workstream for acquisition of UBS Fund Administration business (Sep 2017)
- Project contributor: implement extensive changes across multiple digital assets for Northern Trust rebrand (Jan 2016)
- Role extended to oversee graphic and print services function for EMEA and APAC (Nov 2015)
- Project lead: selection of a new video hosting vendor and subsequent implementation (Mar 2014)
- Project lead: redesign of the multimedia centre on the corporate website (Apr 2013)
- Project lead: define and build out Japanese language asset management site (Mar 2012)
- Role extended to cover digital marketing activities in APAC (Mar 2011)
- Project lead: design, build and deployment of a dedicated mobile site (Feb 2010)
- Roll-out email marketing platform (ExactTarget) in the EMEA region (Nov 2009)

Cazenove Capital Management, London

Jan 2009 to Aug 2009

Provides discretionary and advisory investment services private individuals, family offices, trusts, businesses and pension plans.

Web Manager (maternity cover)

Develop and maintain Cazenove Capital's internet, intranet, microsites and online marketing campaigns.

Key responsibilities

- Launch a new site, review content, implement new a CMS system, train and support staff and develop workflows
- Communicate with business departments to ensure development plans meet the wider business goals
- Responsible for maintaining the content for the Cazenove Capital website, intranet and microsites
- Manage the content and look and feel of the extranet working alongside IT who manage the sites functionality
- Manage the intranet, including, content management and assistance with business updates
- Plan and coordinate all aspects of email marketing campaigns as well reporting and analysis of campaign results
- Manage a program of development work, from large scale projects to smaller web changes and bug fixes
- Liaison with Compliance and Legal departments to ensure website is compliant and meets financial regulations

Highlights

- Built redesigned site (cazenovecapital.com) and all microsites on the new content management system (Jun 2009)
- Developed and briefed post launch enhancements (Jul 2009)
- Redesigned and built template prototype page for intranet using CSS layout (Apr 2009)
- Competitor benchmarking project using the Forrester methodology (Mar 2009)

Middlesex University, London

Nov 2008 – Jan 2009

Middlesex is a global University and works in partnership to deliver higher education in many countries.

Online Marketing Manager (three month contract)

Manage the maintenance and development of an effective external facing website, addressing the needs of the target audiences, and supporting the objectives of all the major stakeholders.

Key responsibilities

- Manage, develop and plan the corporate site content, information architecture and navigation
- Drive traffic to the site through support of marketing campaigns and development of search engine optimisation
- Coordinate and manage implementation of the online proposition through timely delivery of agreed projects
- Measure and improve the performance of the site through analysis of metrics and competitor benchmarking
- Contribute to the web strategy and corporate marketing plan. Communicate plans to key stakeholders
- General marketing team duties i.e. champion the site capabilities and act as main point of contact
- Content editing and provide guidance and help to non-technical editors
- Manage and coordinate web content projects and related activities

Highlights

- Documented a framework for development of a new site, content management system and hosting solution (Dec 2008)

- Competitor benchmarking project using the Forrester methodology (Nov 2008)

HSBC Global Asset Management, London

Sept 2005 – Oct 2008

HSBC Global Asset Management is the asset management business of the HSBC Group.

UK eBusiness Manager

Reporting to the Head of Wholesale Marketing, manage the planning, coordination and implementation of the ebusiness proposition for the asset management business in the UK.

Key responsibilities

- Formulate strategy and champion development of the UK online proposition for all customer groups
- Consultation with key business stakeholders to determine requirements and prioritisation of key projects
- Coordinate and manage implementation of the online proposition through timely delivery of agreed projects
- Identify cost saving opportunities through consolidation or demise of web applications
- Oversee/ plan all aspects of online marketing activities including email, online advertising and campaign sites
- Manage development of international sites and lead/ participate in relevant global projects
- Enhance user experience through analysis of site MI, feedback and usability best practice
- Manage key supplier relationships and the annual budgets for UK web development and external online spend
- In relation to user support, act as main point of contact for both public and secure areas of all sites
- Team and line management responsibilities
- Manage all compliance related issues, including annual audit of all sites
- Build and maintain relationships with relevant Group businesses

Highlights

- Business case approved to demise third party site and develop in-house, saving £60,000 annually (Sept 2008)
- Took responsibility for the redesign and development of a climate change campaign site (Sept 2008)
- Project managed the design, build and development a campaign site to promote the SICAV fund range (Aug 2008)
- Coordinated the redesign and launch of all UK sites, plus International as part of the business rebrand (Jun 2008)
- Promoted to senior manager (Mar 2008)
- Briefed and worked closely with an agency to create a campaign site for a multi-manager product range (Nov 2007)
- Reviewed the use of 3rd party online tools; recommendations created savings of £55,000 annually (Sept 2007)
- Reviewed and restructured the ebusiness function, saving £50,000 annually (Jun 2007)
- Led the redesign and launch of all UK sites, plus International. Launch completed on time and in budget (Nov 2006)
- Worked as part of a team to launch an institutional portfolio enquiry tool (Mar 2006)

Blackrock, London

June 2003 – Sept 2005

One of the world's largest investment fund management organisations.

Internet Marketing Manager

Content and tactical management of nine EMEA country sites across as well as leading the development and roll-out programme of an online valuation service for UK and selected country offices.

Key responsibilities

- Reinvigorate and manage the delivery of the client-facing online valuation service
- Work with business divisions and marketing managers to shape nine EMEA sites
- Work with IT to develop new or enhance existing site tools and functionality
- Produce quarterly site reports – analysing and responding to site traffic and user behaviour
- Ensure compliance procedures are adhered to and maintain record of site changes

Highlights

- MLIMs' online valuation service: successfully completed first and second phase of development on-time and on-budget
- Implemented the redesign and branding across Austrian, German, Italian and International sites
- Project managed the build and development of the Netherlands site using existing templates
- Set-up a sponsored link on Google which generated in excess of 70,000 impressions over four months
- Produced new format and layout for monthly and quarterly site report templates
- Passed the Investment Management Certificate (IMC)
- Promoted to Assistant Vice President (Jan 2005)

The Mortgage Works, Stevenage

June 1995 – June 2003

A specialist mortgage lender, The Mortgage Works is now part of the Nationwide, the UK's largest building society.

E-Marketing Content Producer Dec 2000 – June 2003

Reporting to the Marketing Director with overall responsibility for enhancing the site's usability, functionality, content and design. This role required extensive liaison with IT, key stakeholders and external agencies.

Key responsibilities

- Ensure time critical content is updated and deployed within agreed time scales
- Work with agencies to deliver online functional components and promotional material
- Ensure the sites ongoing compliance with the Financial Services & Markets Act 2000
- Manage and reconcile annual website marketing budget
- Act as central point of contact for all web related activities and initiatives
- Provide timely reports on web performance and industry developments
- Represent the department at the Support Service Management Group

Highlights

- Researched and documented requirements for an integrated online mortgage application and tracking service
- Coordinated the redesign, build, content and launch of the site as part of the business rebrand
- Recommendations approved by the Board for the implementation of a group Contact Management System
- Support and training for the successful migration of the CMS (TeamSite) to Portman's Head Office
- Created product pages and developed a mortgage calculator as part of a relaunch of the mortgage product range
- Authored various digital marketing related compliance procedures

Promoted to Commercial Marketing Manager Feb 2000 – Dec 2000 Reporting to the Senior Marketing Manager, with overall responsibility for developing and implementing annual marketing plan to achieve agreed sales targets within the allocated budget.

Promoted to Marketing Executive Sept 1997 – Feb 2000

Reporting to the Senior Marketing Manager with overall responsibility for generating MPPI non-risk fee income.

Customer Service Assistant June 1995 – Sept 1997

Reporting to the Call Centre Manager, responsible for delivering a first class customer service through excellent product knowledge, telephone training and a strong understanding of bespoke computer systems.

Capper P-C, Hitchin

Mar 1994 – Jun 1995

Capper P-C is part of Glynwed pipesystems. Capper P-C is a nationwide distributor of commercial plastic pipe and fittings.

Promoted to Sales Supervisor

Started as Sales Executive and promoted to Sales Supervisor, my responsibilities included processing sales orders, compiling quotes for tender, negotiating with suppliers to obtain keen prices and supervising two sales staff.

The Goldcrest Inn, Baldock

Nov 1989 – Mar 1994

The Goldcrest Inn was part of the Bass plc chain of hotels. Bass is an international hospitality and leisure group.

General Assistant

Reporting to the licensed managers, responsible for most duties including training, stock control, reconciliation and banking of weekly takings and assumed full responsibility in the absence of the licensed managers.

Technical skills

Software

- | | |
|---------------------------------|--------------|
| • Adobe Dreamweaver | Intermediate |
| • Adobe Fireworks | Intermediate |
| • Adobe Photoshop | Beginner |
| • Adobe Professional | Intermediate |
| • TeamSite (Content Management) | Advanced |
| • EpiServer(Content Management) | Advanced |
| • WebTrends (Analytics) | Advanced |
| • Adobe Analytics (Analytics) | Intermediate |
| • Google Analytics (Analytics) | Intermediate |

Programming

- HTML
- CSS , DHTML, XHTML, XML, JavaScript

Advanced
Working Knowledge

SaaS Applications

- MailChimp
- ExactTarget
- Campaign Monitor
- Brightcove
- 3Play Media
- SEMrush
- SurveyGizmo
- Yext
- Metalocator
- CrownPeak
- JIRA
- Confluence
- Invision
- Storybook
- GatherContent

Advanced
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Intermediate
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Education and qualifications

Columbia Business School

- Digital Transformation: platform strategies for success
- Digital Strategies for Business: leading the next generation enterprise

2019
2018 – 2019

UK for Investment Professionals (UKSIP), London

- Investment Management Certificate (IMC)

2003 – 2004

Institute of Financial Services, Canterbury, Kent

- Banking Certificate 1996 – 1999

North Hertfordshire College, Hitchin, Hertfordshire

- B-Tec Higher National Diploma in Business and Finance (Merit)
- B-Tec National Diploma in Business and Finance (Merit)
- B-Tec First National Diploma in Business and Finance (Merit)

1989 – 1991
1987 – 1989
1986 – 1987

Sibford School, Banbury, Oxfordshire

- 7 CSEs including Mathematics, English Language and English Literature
- 2 O'Levels

1981 – 1986
1981 – 1986

Personal Details

Marital Status: Married

Interests: Most sports including football, rugby, cricket, squash and tennis as well as reading and travelling.