

Neil Krikul

Marketing Consultant

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SUMMARY

- **Purpose-driven Marketing Generalist**, on a mission to help brands become more profitable and sustainable.
- With a **strong background in digital marketing**, I have led digital transformation such as **new website development and automated lead generation systems**. I have also mastered all digital channels and optimised their conversion rates and increased return on investments significantly within six months for the businesses that I have worked with.
- Have **managed a diverse portfolio of brands** that resulted in improved long-term results by increasing overall revenue YOY and market share, and short-term results from specific campaigns such as new product launches and seasonal activation events.

EXPERIENCE

Brand & Marketing Manager

Federal Group Tasmania

March 2022 - December 2023

Federal Group is the biggest private employer in Tasmania with a diverse portfolio of more than 40 brands in hospitality, tourism, retail and gaming across the state.

- Created and **led the go-to-market plans**, such as the new Claremont Hotel 'The MONT' brand revitalisation campaign, that tripled social media engagement on the page in six months and constantly exceeded the revenue across all streams.
- **Led the Group B2B projects** to diagnose, strategise, and work with the sales team to achieve significant revenue across the group YOY, along with producing brand plans, brand guides and toolkits.
- **Set up zero-based budgeting** for efficient spend and effective results for both brand and performance campaigns. A strong background in digital marketing allows me to understand and **scale the campaign at the peak of diminishing returns** to achieve the result without having to spend all the budget.
- Performed qualitative and quantitative research, and **set up segmentation maps** to identify profitable and actionable customer segments to target.
- **Set up KPIs dashboards** to keep track of marketing, brand and commercial metrics, to measure against business and financial objectives.
- Analysed business, customer and competitor insights to help **inform decisions for pricing, distributions, products and promotions**.
- **Briefed and worked with the content team**, and significantly increased social media engagement and generated more foot traffic and revenue YOY.

Digital & Marketing Coordinator

Clennett's Mitre 10

May 2021 – March 2022

Largest family-owned hardware store chain in Tasmania that has everything for home and Trade.

- Initiated and **led the new website development** project that tripled website traffic, conversion rate and leads within three months.
- **Took over social media management** and increased page engagement by 500% through a viral video and social media calendar initiative.
- **Initiated and launched the 'Proudly Local, Helping Locals' brand positioning** across traditional and digital channels that resulted in improved brand performance from branded search and increased revenue YOY.

Boutique Digital Marketing Agency serving clients across health, retail and real estate industries.

- **Managed Google Ads** and increased conversion rate by ten times within a month, while getting ranked #1 on the targeted keywords and locations.
- **Managed Facebook Ads** and achieved Cost per Result as low as \$0.40.
- **Created content** and worked with freelancers to execute SEO's best practices, which boosted organic traffic by 37.97% in five months.
- Worked with clients across health, retail and real estate industries.

Digital Marketing Coordinator

Nov 2018 - Jan 2021

Bellerive Health Hub and Allied Health Centre & Quay Day Spa

One-stop-shop for all your health and wellness, including weight loss and beauty clinic, located in Hobart's Eastern Shore

- **Set up paid social media campaigns** that doubled social media engagement and increased bookings for the day spa appointments.
- **Wrote blogs and applied best SEO practices** that increased organic website traffic by 77.63% in one year.
- **Beat national brands in Google Ads ranking** with 82.45% top-of-page rate.
- **Created lead magnets and set up automated lead generation campaigns** for weight loss programs that captured more leads at a lower cost per acquisition and onboarding costs.
- **Set up an online store** with the best conversion rate optimisation practices that resulted in an additional revenue stream.
- **Set up Facebook Ads campaigns** that significantly increased medical appointments to full capacity in one week with cost per click (CPC) as low as \$0.05.

FURTHER EMPLOYMENT

Digital Marketing & Communication Officer

Jan 2021 – May 2021

Jackson Motor Company

Tasmania's leading new and used car dealer network

Digital Marketing Specialist

Aug 2018 - Aug 2020

Second Office

Office furniture stores with the largest range in Tasmania

EDUCATION

University of Tasmania*

Feb 2024 - Nov 2024

Undergraduate Certificate in Sustainable Living

**Ranked #1 in Climate Action Globally*

University of Melbourne

Mar 2015 – Dec 2017

Bachelor of Arts, Media Communications & Psychology

EXTRACURRICULAR TRAINING

Cambridge Institute of Sustainability Leadership

Sustainability Business Management

Feb 2024 - Apr 2024

World Advertising Research Centre (WARC)

Master of Advertising Effectiveness

June 2023 - Aug 2023

Marketing Week Mini MBA with Mark Ritson

in Marketing, Brand Management & Management

Apr 2021 – Dec 2023

RMIT Online

Online Short Course in Brand Experience

July 2021 - Sep 2021

OTHER CERTIFICATIONS

- Applied Behavioral Science, Ogilvy
- Certified Brand Strategist, Section
- Digital Marketing Strategist, DigitalMarketer
- Social Change: How Can Marketing Help?, Griffith University
- Certified Google, Semrush and HubSpot Academy

AWARDS

- Guest Lecturer at the University of Tasmania (2023)
- Emerging Marketer of the Year 2021 (Finalist)