

Fractional Marketing Manager & Marketing Consultant

Helping brands and businesses **minimise marketing waste** through **effective, efficient and measurable marketing**, making them **more profitable and sustainable**.



Why Fractional?

Chances are, you're like most companies that are constantly trying to do more with less while boosting up your marketing ROI.

A Fractional Marketing Manager **offers executive-level marketing expertise without the cost or commitment of a full-time hire.**

I bring in fresh perspective, evidence-based marketing, and actionable solutions tailored to your goals.

Whether need to refine your brand, execute high-impact campaigns, or guide your marketing team, I deliver solutions designed to fit your goals and budget.

Is it the same as Fractional CMO?

Yes and no.

While a Fractional CMO focuses on high-level strategy and leadership, I take a **more hands-on approach.**

In addition to guiding strategy, I can both lead and execute campaigns, manage day-to-day marketing operations, and collaborate closely with your team to deliver results.

It's the perfect solution for businesses needing external expertise support, both strategic direction and practical implementation.

Consulting Services

Brand Strategy

Diagnosis to understand your business, customers and competitors.

- Market segmentation
- Targeting
- Positioning
- And setting brand objectives that align with business and commercial objectives.

All based on data and less fluff. This will help you understand where to invest time and resources for maximum and instant business results.

Go-to-Market Plan & Media Planning

Craft a go-to-market for a new product, campaign or brand launch for maximum effectiveness.

*For businesses who can't afford to pay big agencies so they can outsource the work, present them back to you and charge you a lot of money.

Digital Marketing Optimisation

Auditing and optimising your digital marketing efforts across all channels, such as but not limited to website, SEO, PPC, Email Marketing (EDM) and social media.

Can also include setting up and maintaining.

Complementary: Embedding Sustainability into Your Business

Studies found that sustainability not only differentiates your brands, which results in pricing power, loyalty and acquisition, it's also the right thing to do to save our planet.

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Qualifications

Proven Experience

- Led digital transformations across multiple businesses that instantly increased the number of leads for statewide hardware stores, health centres and automotive dealers.
- Successfully launched new brands that instantly achieved set commercial KPIs (bookings and revenue) for the whole year.
- Developed and delivered clear, actionable brand plans to an organisation of more than 2,000 employees that resulted in improved brand performance and commercial metrics.



Continuous Learning

- My commitment to be growth is shown in my continuous pursuit in learning and certifications from the best in the industry.
- In the Marketing Week Mini MBA, I took on a role of a fictional CMO for a tech company and CEO for an automotive company, competing against senior marketers worldwide in the exam simulation - and won.



Industry Engagement

- I'm highly active in the industry as I engage with my fellow marketers to be challenged and informed of the latest marketing trends and practices.
- I also write and share insights on [LinkedIn](#) regularly to contribute to industry knowledge.



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Keynote Speaking & Workshop

Looking to up-skill your team or provide your students with practical insights?

Get in touch to book me as your speaker or guest lecturer.

I have previously delivered:

- **Internal workshops** on marketing and advertising effectiveness to up-skill in-house marketing team.
- **Keynote presentations** at the Australian Marketing Institute event on the alignment between Brand and Marketing Operations.
- **Lectures** to the University of Tasmania students on 'What Brand Management actually is' and 'Data-driven Marketing'.

Topics include:

- Strategic Brand Management
- Business Sustainability Management and Ethics
- Data-driven and Digital Marketing
- Career Advice



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Testimonials

"Neil is extremely knowledgeable and a leader in his field. He has set up digital marketing for my business from day one and his analysis, research and planning are meticulous - and my field is a hard field to navigate (accountancy).

I know that without Neil, my business and I would've been lost in the digital wilderness, and without his guidance I would've been spending money on failed campaigns. His advice has saved me money and I can see returns on my investment thanks to him.

I would recommend Neil to your business in a heartbeat - his work ethic and dedication are second to none, his knowledge in his work is unparalleled and his advice is golden."

- Stacey G, Murray Dean Accountants

"Neil is always looking for a way to improve things and to get the best results from the given budget. His passion for marketing, learning and growing really helps our business grow significantly. I have no hesitation recommending Neil to any businesses looking to work with a real Marketer."

- Adrian Pursell, Australian Marketing Institute

"Neil is an outstanding marketer, able to combine sound strategic thinking with practical, hands on experience. Unwilling to rest on his laurels, Neil is constantly expanding his horizons through industry engagements, events, professional development and online activity. And to top it off, he's a sickening nice bloke."

- Ben Oliver, iMedia



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[Book a call today.](#)