



Gabrielle McLeod

Driving Growth through Partnerships and Affiliate Marketing

📍 Norwich, UK

🟢 Gabrielle is **Available to work**

[Portfolio link](#)

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Work Preference

Location: Open to relocate

Pattern: Open to Part-time work

Employment: Freelance Assignments, Hourly Consulting

Skills

Partnerships (Advanced)

Affiliate Management (Advanced)

Affiliate Marketing (Advanced)

Growth Hacking (Intermediate)

Digital Marketing (Advanced)

B2C Marketing (Advanced)

B2B Marketing (Advanced)

Marketing Budget Management (Advanced)

Campaign Management (Advanced)

B2B Marketing Strategy (Advanced)

Strategic Marketing (Advanced)

B2C (Advanced)

Languages

English (Native)

About

I am an extremely passionate Affiliate Marketing and Growth Specialist with a diverse industry background and I drive results through taking a Holistic approach to growth and connecting all channels.

Whilst being extremely commercially driven; I can quickly recognise processes that are draining resource, create and execute growth projects, identify new revenue opportunities and manage a vast workload - whilst always focusing on the business KPI's.

I have a vast network of contacts in the Digital and Affiliate marketing space that I have leveraged partnerships with for a number of clients and enjoy creating sustainable processes and partnerships that drive growth.

BRANDS WORKED WITH

Conectia (Agency)

Magic Little Giants

Morston

Scillonian Retail

Who What Wear (UK)

Zip Water UK Ltd

Experience

● Affiliate Marketing Specialist

Who What Wear (UK) | Aug 2021 - Now

Managing the UK Affiliate channel

- Creating growth and new revenue opportunities
- Managing Editorial and Commercial goals and creating opportunities to promote growth in both verticals and avoid cannibalisation between channels
- Execution and management of Affiliate campaigns
- Working with Luxury and High Street Brands
- Leveraging existing technology to enhance offering
- Forecasting and reporting on Affiliate Channel
- Managing Brand KPI's to create opportunities internally
- Increase conversion and CTR
- Execution of exciting 'moments' to negotiate increased commission or flat fee
- Overseeing monthly performance and analysing data to ensure growth MOM + YOY
- Creating tentpoles to ensure there are always new opportunities for existing and new clients
- Growth projects to increase / create new revenue streams whilst decreasing resource requirements
- Working closely with Affiliate Editor and Editor in Chief to ensure all opportunities are maximised and high performing stories are prioritised for all distribution channels



● Affiliate Marketing Specialist

Magic Little Giants | Aug 2021 - Feb 2022

Growth lead and launch of affiliate channel

- Campaign and account management
- Creating new revenue opportunities
- Leveraging publisher commission rates against internal KPI's
- Negotiating exposure opportunities to maximise sales against budget
- Strategy execution to maximise internal GPM against Brand growth
- Forecasting and reporting
- Management of PPC, Affiliate and Email publishers

● Affiliate Marketing and Campaign Manager

Conectia (Agency) | Aug 2019 - Aug 2021

Management of Affiliate channel for both Brands and Publishers

- Managing over 60 brands and publishers
- Partnerships management
- Working with the top 20 UK affiliates in all sectors (cashback, voucher,

discount, links, incentive, blogs etc)

- Implementing new niche partnerships for client campaigns 'out of the box affiliates'
- Planning rates, keyword optimisation, writing copy and general campaign optimisation
- Recruiting new affiliates
- Negotiating CPAs with clients and affiliates
- Working with affiliate networks (Partnerize, TAG, Cake, etc.)
- Amending cashback rates and incentives to beat competitors
- General account management
- Regular performance reviews of all campaigns
- Recruiting clients for Business development managers
- Seeking quick win GP opportunities
- Ensure the accurate tracking of all campaigns, placing and testing pixels are working correctly as per integration with the Conectia tracking platform.
- Use GoogleTagManager, Shopify and other thirdparty platforms to place pixels whilst identifying relevant variables to call correct information through JS, Dom and HTML.
- Ensure performance is in line with KPI's
- Support Head of Partnerships with managing and growing tier 1 corporate clients
- Weekly reporting to clients, including sales data and competitor analysis.
- Support Reporting Officer with sales figures and billable statistics for finance related matters - i.e invoicing.
- Email Marketing
- Brand and Email Growth
- Campaign optimisation using keyword research and initiative.
- Providing marketing ideas to Head of Partnerships to optimise tier 1 client campaigns and source new affiliates, clients and partnerships.
- Utilise competitor analysis to tailor client specific incentive approach through highest performing affiliates.
- Assist Head of Partnerships with adhoc duties, for example; creation of business plans to provide to the group for further growth of the business and creation of further revenue generating ideas.
- Research to assist clients with pixel placement and working with client developers to ensure accurate tracking.
- Setup and review all creatives to ensure they are in line with client requirements using Dreamweaver and other software platforms, and distribute accordingly.
- Tracking reconciliation, keeping track of all clients overrides, payment terms and relevant data.
- Project Lead for new areas of the business
- Commercially focused targets
- Providing new ideas for growth including brand awareness throughout our client campaigns covering multiple industries
- Managing corporate client account which includes daily optimisation, new campaigns and competitor research
- Budget management
- Increasing and decreasing GPM per campaign for optimised results
- Growth of profit through performance
- Comfortable with general marketing formulas including CPA, Override, RevShare, GPM, ROI, etc.
- Experience with API, Server-to-server (S2S), Script and tracking pixel integration



● Assistant Digital Marketing Manager

Morston | Jan 2018 - Aug 2019

FTC Front end development and design of a new E-commerce website and end-to-end marketing lead. Responsibilities:

- Design and Development of the Websites with Wix and Wordpress
- Managing launch of new E-comm
- SEO Content
- Social Media and Email Marketing campaigns
- Marketing strategy
- Liaising with partners and suppliers
- Daily use of AdWords, Analytics, Social Media platforms, Animoto, Vimeo and Excel.
- E-commerce design strategy
- Brand management inclusive of graphic design (E.g logo, branding, email etc)

- Full management of e-commerce products and categories
- Back end technical support

● **Contracts Manager**

Zip Water Uk Ltd | Sep 2015 - Jan 2018

Working as part of a team to ensure all maintenance contracts are set up and run effectively. Responsibilities:

- Implement and Improve the integration of new CRM System - Sales-force
- Set-up, maintain and update contracts to mirror on both CRM Systems.
- Customer enquiries via telephone and email / cases.
- Provide quotations for customers on varied levels of service available.
- Process purchase orders for the renewal of contracts
- Log breakdowns and service calls for engineers ensuring SLA's are always met.
- Liaise with all departments whilst supporting overflow calls with in Service, Technical and Customer Feedback departments.
- Data entry supporting the up-sell of contracts renewals.
- Daily invoicing of contracts and updating the credit limits of customers at renewal.
- Large commercial contract management
- Supporting field business development managers with corporate accounts
- Office account management of large accounts including both banks and hospitals national contacts

● **Digital Marketing Executive**

Scillonian Retail | Oct 2013 - Sep 2015

Up-keep, administration and maintenance of E-commerce website. Responsibilities:

- Adding new products with SEO descriptions on the Wordpress Website.
- Daily social media posts - Facebook, Instagram and Twitter
- Designing leaflets, brochures and magazine articles to promote the website and store.
- General Administrative duties and posting out all orders.
- Liaising with suppliers and other companies for B2B promotions.
- Email marketing lead