

# Caroline Yates

Ecommerce Consultant, Digital Acquisition Expert, Chief Marketing Officer, C Suite Officer

 Bristol, UK

 Caroline is **Available to work**

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## Work Preference

Location: Open to relocate

Pattern: Open to Part-time work

Employment: Freelance Assignments, Hourly Consulting

## Skills

Digital Marketing Strategy and Planning...

Volume Traffic Acquisition Strategy (Ad...

KPI setting (Advanced)

Scaling Strategies (Advanced)

Commercial Direction (Advanced)

Conversion Rate Optimisation (Advanced)

CRM Planning and Implementation (Ad...

## Languages

English

## About

Having joined the ranks in the mid 90's, I know my digital onions. A specialist in the set up and managing of digital businesses and campaign solutions on behalf of international brands and ecommerce giants. Massively adaptable. Just about worked in every type of sector, across all digital channels making a positive difference to the all important metrics - be that increasing conversion rates, reducing cart abandonment, acquiring more traffic, implementing scaling strategies and even driving footfall. Been around long enough to know that things rarely go to plan. Tenacious enough to take that on the chin and find another way to realize the business objective. Commercially driven and realistic, the numbers have to stack up and the colouring in bit needs to be pretty darn good too. Above all, I'm about making a positive difference. To the numbers, the brand sentiment, the effectiveness of your digital channels and your people. Give me a call and I'll probably be able to help you. If I can't, chances are I will be able to point you in the right direction.

### BRANDS WORKED WITH

Asap Compare Ltd

BPI

easyfundraising

Groundedworld

Nortel Networks

Over 50'S Website

Potential co.

Proviz Sports

Rees Bradley Hepburn

Rent.

Sarsen Stone Group Limited

Seal

The Marketing Store

## Experience

### ● Ecommerce Director

Sarsen Stone Group Limited | Nov 2021 - Now

Defining and leading the ecomm strategy for Sarsen Stone Group. Our portfolio of brands include: Artisans of Devizes, Ca' Pietra, Proper Good Paint and the National Trust Tile Collection.

### ● Ecommerce Business Consultant, CMO, CDO

Rent. | Mar 2013 - Now

Ecommerce consultancy helping Investors, global brands and online stores fulfil their potential. Specialist interest in ethical trading and healthcare ecomm markets. Specifically: Commercial Direction Digital Marketing Strategy and Planning Volume Traffic Acquisition Affiliates Conversion Rate Optimisation Scaling Strategies Troubleshooting Agency Management Team structuring, hiring and coaching Above all, I'm about making a positive difference to the sales, KPI's, brand sentiment, the overall effectiveness of your digital channels and your people. Give me a call and I'll probably be able to help you. If I can't, chances are I will be able to point you in the right direction.

### ● Chief Digital Officer (CDO)

Groundedworld | Jun 2020 - Jun 2022

Grounded is a multi-award winning B-corp certified social innovation and brand activation agency, thriving at the intersection of brand experience, commercial strategy and social impact. We work with brands, retailers, startups and nonprofits to help them articulate their purpose, activate their brands and accelerate their impact, often at retail We believe the way people shop and the brands that they buy have the power to change the world and every purchase can be a step towards a more sustainable future. Our services include:

- Research, Planning, Strategy & Analytics
- Problem Solving, Investor Presentations & Consulting
- Thought Leadership, Think Tanks, Design Sprints & Workshops
- Brand Purpose, Positioning, Innovation, Branding & Design
- Ideation and Creative Campaign Development and Execution
- Shopper Marketing & Omnichannel Retail Activation
- E-commerce, Social media, Influencer and CRM

- Communications Strategy, Planning & Media]
- Brand Activism, Social Justice and Storytelling
- Measurement, Reporting & Organizational Design



### ● Chief Marketing Officer (Interim)

easyfundraising | Jan 2020 - Feb 2021

easyfundraising is the UK's biggest charity shopping fundraising site. Launched in 2005, they've helped thousands of good causes raise money simply by shopping online. The community of over 1.8 million loyal supporters has so far raised over £32 million and counting! Please reach out to me with any interesting opportunities.

### ● Director Of Ecommerce

Proviz Sports | Feb 2017 - Jun 2022

Proviz is an International Multi-Award Winning Sports Brand, distributed in 40 countries and sold online globally. We are renowned for innovation and quality and have a large range of specialist enhanced visibility & reflective sports products for cyclists, runners, outdoor enthusiasts and even pets! Recent winners of 'The Best Fashion eCommerce Website' at the 2019 eCommerce Awards: <https://www.endurancebusiness.com/2019/industry-news/proviz-wins-best-fashion-ecommerce-award/> Please contact me with any interesting partnership opportunities.

### ● Chief Marketing Officer

Asap Compare Ltd | Dec 2014 - Mar 2016

Overseeing a portfolio of online shopping properties in UK, US, Canada, Mexico and India. Specialists in paid and viral volume traffic acquisition and conversion optimisation. The largest of the sites in US and UK each attract up to a million visitors per day. [www.compare99.com](http://www.compare99.com) [www.idealprice.co.uk](http://www.idealprice.co.uk)



### ● Chief Grown Up

Potential co. | Dec 2013 - Feb 2016

Potential have been playing online since the very beginning. Building several very successful businesses and masters at getting high volume traffic from multiple sources. They also like to play in new areas as much as possible. Undertook various missions:

- Advisor on [recycle.co.uk](http://recycle.co.uk) - community helping charities raise funds, individuals source free items and the good folk of the UK clear the clutter from their homes. Focussing on the most effective way of generating liquidity within communities via PR and viral loop.
- Product owner across a portfolio of daily deal aggregator websites, focus on volume email engagement and conversion tactics.
- Brand Dictator at Potential, helping them be a bit more grown up on the rare occasions the need arises

### ● Managing Director

Over 50'S Website | Jul 2011 - Nov 2013

Our Place was an online destination for the over 50's - connecting people to people, to their community and to getting the very best out of life. Designed to empower the target audience, the site was used as an encyclopedia, a what's on guide and trusted adviser. Responsible for the initial business modelling, strategy, positioning, naming, brand identity, content planning, creative, development and delivery.



### ● CMO

BPI | May 2010 - Nov 2013

Bpi.is a full service digital agency, specialising in UX, web apps and CRM development for nursery brands, international publishing companies and others. It was set up over 20 years ago, is independently owned and is ranked within the top 100 digital agencies in the UK. Board Director responsible for bpi. business development and all marketing services strategy and output.

- **Digital Director**

Seal | Mar 2009 - May 2010

Seal is a communications agency, specialising in PR. It was set up over 25 years ago and more recently purchased by The Morris Company, one of the top 100 private companies who have been trading for 150 years. Set up a new start up digital division within the agency.

- **Managing Partner of Digital**

Rees Bradley Hepburn | Mar 2001 - Feb 2009

Full service agency with a global portfolio of clients. Set up the first 'New Media' department in the region, early successes leading to the formation of RBH's digital sister agency, RBH Engage. Full autonomy for the development and delivery of all digital activity across client accounts.



- **Account Manager**

The Marketing Store | Jan 2000 - Mar 2001



- **Commercial Manager**

Nortel Networks | Oct 1997 - Dec 1999