

Samuel Isaacs

Head of Digital

With experience transforming businesses into the digital world, I am passionate about developing and creating incredible digital user experiences that blow customers away.



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Experience

September 2020 - Present

Head of Digital

Circassia Group PLC Oxford, Oxfordshire

- Created extensive marketing campaigns spanning email, Facebook, and native Google ads
- Analysed company websites to improve user experiences and created call-to-action landing pages
- Launched dedicated online resources and tools to improve user experiences.
- Developed new digital customer service model, to improve user engagement and customer support.
- Transformed internal processes to become digital, transforming the companies ability to communicate externally and internally.
- Led the strategy for all digital marketing communications with investors, clients, customers and patients.
- Managed a team of four marketers and one internal content writer and four external content writers.

April 2019 - September 2020

Digital Marketing Manager (EU & RoW)

Circassia Group PLC Oxford, Oxfordshire

- Designed, developed and launched a bespoke communications portal for communication with the companies network of partners, supporting an increase in partner led sales.
- Transformed the companies digital presence through the introduction of a brand new bespoke company investor relations digital presence, alongside a new product digital presence.
- Innovated company marketing and sales with the introduction of revenue generating social media campaigns.
- Worked with over 15 partner companies to support the creation of digital campaigns in over 20 different countries.
- Created bespoke digital campaigns on social media, email, via content marketing, video and paid search in the United Kingdom, Germany, China, Italy and United States of America.
- Redesigned company brand guidelines, branding and brand assets internally.
- Created an internal marketing team to remove excessive agency costs and to take complete control of the companies marketing efforts.

January 2018 - April 2019

Head of Digital

Firstcom Europe London and Oxford

- Transformed the companies communications through the development of a brand new digital presence.
- Developed, tested, designed and created effective lead campaigns to drive leads directly into the sales team.

Supported the change of internal sales CRM to support more digital growth acquisition

- Supported the change of internal sales CRM to support more digital growth, acquisition and transition.
- Re-developed companies investor and product websites to enhance the companies communications with external parties.
- Led the digital campaigns for the organisation and its 144 partner companies across mainland Europe.
- Created, led and executed bespoke campaigns in the United Kingdom, Poland, Denmark, Sweden, Germany and Belgium.
- Ensured brand fluidity throughout acquisitions, to enable the company to have a consistent presence across all of its companies.

February 2017 - December 2017

Digital Marketing Executive

Firstcom Europe (UK) Oxford, Oxfordshire

- Developed and led a strategy to move away from cold calling sales methodology to a digital first sales process.
- Transformed communications throughout the UK with the introduction of a bespoke webinar process that enabled the company to grow quicker with less acquisition cost.
- Created and implemented a series of integrated lead funnels to streamline the companies external lead generation activities.
- Became the lead designer for all graphic design projects at the company, designing over 200 assets for the company.
- Supported 35 partners in the UK with digital marketing campaigns.

August 2016 - February 2017

Creative Freelancer

Samuel Isaacs Creative London, United Kingdom

- Designed and produced print and online advertisements for a number of clients
- Collaborated with creatives in other areas to meet goals
- Developed materials for marketing including content for websites, social media pages, brochures and newsletters
- Crafted branding for many local small businesses
- Worked on a number of projects as self-employed designer

April 2016 - August 2016

Media Executive

Global Radio - Heart FM, LBC, Capital FM, Classic FM, Smooth Radio, Radio X... London and Reading

- Assisted the managing director of commercial with the leadership of the sales team and creative team.
- Created new strategies to enhance the creative journey when creating bespoke radio advertisements for businesses.
- Enabled the organisation to enhance their presentations with the creation of animated presentations and slides.
- Supported the management of the sales time with data generation, reporting and opportunity tracking.

June 2011 - April 2016

Owner and Founder

Radio Bicester Media C.I.C. Bicester, Oxfordshire

- Created and founded Bicester's independent community online radio station.
- Led on the sales, marketing and business aspects of the organisation.
- Transformed the way people think about community radio with the creation of a bespoke online user interface for our radio programmes.
- Generated leads, sales and listeners via localised online advertising platforms and social media.
- Created bespoke software for the development of the organisation.
- Managed 45+ staff and volunteers.

Education

The Cooper School Bicester

13 GCSE's Grade C and above.

- 2014

A-Levels

The Cooper School Sixth Form Bicester, Oxfordshire

Studied: Computing, English Literature, History and Performing Arts at AS Level, dropped Performing Arts and English Literature at A2 Level.

- 2015

The Secret Power of Brands, Creative Arts and Media

The University of East Anglia Digital Course

Online Educational Course with the University of East Anglia that focuses on the secret power behind the worlds most popular brands and the methods that allowed them to obtain that dominance and popularity.

- 2015

Logical and Critical Thinking, Health and Phsycology

The University of Auckland Digital Course

Online Educational Course at the University of Auckland that focused on the methods to effectively plan and think about certain aspects of life/work.

- 2017

The Lottery of Birth, Politics and the Modern World

The Open University Digital Course

Birth is a lottery. Where, when and to whom you are born and the society into which you are born will influence your life chances. Online educational course at The Open University.

- 2020

Learn to code for the web, Computer Science

The University of Leeds Digital Course

After years of self-teaching, I decided to test my website development skills with a course on website development from the University of Leeds and the Institute of Coding. Passed with flying colours!

- 2020

An introduction into organisational behaviour. How to understand your people

Coventry University Digital Course

What are the contextual factors that influence the behaviour of people within organisations? This course explains and opens up the ideas and values around organisation behaviour within organisations. Ranging from culture through to the approach taken to manage employees, I thoroughly enjoyed taking part in this educational course at Coventry University.

Skills

Leadership

Sales

Advertising and marketing

Organization

Customer service orientation

Strategic thinking and problem solving

Computer and technological proficiency

Effective communication

Vision and decision making

Business strategy