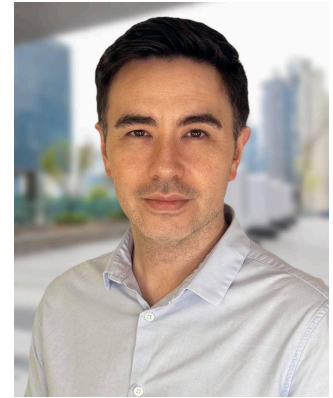


# Daniel Lee



**Marketing Leader Who Builds AI-Powered Marketing Systems  
Generated £7.2M+ Yearly Revenue Increase  
40% Annual Traffic Growth**

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I am a senior marketing leader with over 15 years of experience driving high-impact growth for B2B and B2C brands. I specialize in building AI-powered marketing systems that multiply team output and eliminate repetitive work. My track record includes leading digital transformation that delivered a 40% CAGR over five years, resulting in a £7.2M+ increase in annual revenue.

Having held both agency-side and in-house leadership roles, I bring strategic marketing expertise combined with technical execution capability, building the systems that turn strategy into measurable results.

## PROFESSIONAL EXPERIENCE

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**Freelance, Remote: Colombia • Digital Marketing Consultant** 08/2023 - Present

- Created comprehensive digital growth strategies for diverse B2B and B2C US-based clients, including a major haircare brand, an ERP software provider, and a logistics (3PL) platform.
- Built Python-based marketing automations eliminate repetitive manual processes.
- Acted as a strategic partner to digital agencies, providing high-level consultancy on technical SEO, content marketing, and digital authority building.
- Optimized the end-to-end customer journey by aligning technical site performance with content strategy to improve conversion rates and brand visibility in AI-driven search environments.

**Beekin, Remote: UK and Colombia • Marketing Director** 01/2022 - 08/2023

- Created a marketing funnel that transformed the organization's digital presence, resulting in the delivery of its first consistent stream of qualified inbound leads.
- Directed product marketing and UX initiatives, including the design and launch of a proprietary rental pricing data resource and a high-converting website to refine brand messaging.
- Orchestrated an integrated omnichannel strategy encompassing thought leadership (white papers), content marketing, and paid social media to accelerate pipeline growth.

**Fieldfisher LLP, UK • Digital Marketing Manager** 04/2017 - 01/2022

- Championed the practice-wide digital transformation strategy, delivering a triple-digit increase in digital engagement through a 40% compound annual growth rate.
- Drove a £7.2M+ increase in annual billings (85% YoY growth) by overhauling the practice's SEO and content marketing.
- Co-led the end-to-end development and launch of a new global website, acting as the primary lead for cross-functional stakeholders and external agency partners.
- Optimized marketing operations and technology integration to ensure a seamless user journey and improved brand positioning within a highly competitive legal services market.

***WPMUDEV.org, Remote: UK • Contributing Author***

*08/2016 - 11/2017*

- Served as an expert author, producing technical content on web development and digital marketing for a global audience of developers and marketers.

***Greenlight Digital, UK • Senior SEO Consultant***

*03/2015 - 03/2017*

- Led the SEO strategy and directed teams for major international clients, including Carphone Warehouse, ASICS, and Hurtigruten.
- Successfully managed complex, multi-language international website migrations, resolving critical technical SEO and UX issues.

***Freelance, UK • Digital Marketing Consultant & Web Developer***

*06/2012 - 03/2015*

- Executed organic search strategies for SME clients, consistently achieving page-one rankings and increased lead generation.
- Developed custom web solutions using HTML, CSS, PHP, and JavaScript to support SEO-friendly site architectures.

***Tradedoubler/NetBooster, UK • SEO Consultant***

*09/2011 - 06/2012*

- Developed technical SEO and link acquisition strategies for global brands such as Disneyland Paris, Tempur, and Nordea.

***20:20 Agency, UK • SEO Account Manager***

*09/2010 - 09/2011*

- Managed end-to-end SEO performance analysis and content optimization for high-profile clients including McVities and Quinn Insurance.

**EDUCATION**

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**Master of Science (MSc) International Marketing** • The University of Law Business School, UK

**Level 7 Certificate Strategic Management and Leadership** • Chartered Management Institute, UK

**Business Coaching Award** • The Møller Institute, Churchill College, University of Cambridge, UK

## TECHNICAL SKILLS

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**Growth & Digital Strategy:** Full-funnel B2B/B2C, competitor market analysis, SEO, Social, Email.

**Marketing Technology (MarTech) & Automation:** Custom marketing automation using Python, technical web infrastructure (HTML/CSS/JS/PHP), and scaling operational efficiency through AI.

**AI & Emerging Search (GEO):** Optimizing brand visibility for LLMs (Generative Engine Optimization), semantic entity alignment, and conversational query research.

**Content & Brand Architecture:** Psychology-driven content marketing, topic clustering, cross-channel content calendars, and AI-assisted (human-in-the-loop) production workflows.

**Performance Analytics:** Data-driven decision making, attribution modeling, conversion rate optimization (CRO), and comprehensive site performance auditing.

## TOOL STACK

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**Marketing Automation & CRM:** HubSpot, Apollo.io.

**Data & Business Intelligence:** Google Analytics 4 (GA4), Looker Studio, Google Search Console.

**Generative AI & LLMs:** ChatGPT, Claude, Gemini, Perplexity, NotebookLM, Midjourney, Ollama.

**Search & Market Intelligence:** Ahrefs, Semrush, SERanking, Screaming Frog, Search Atlas, Frase.

**Project Management:** Asana, ClickUp, Trello, Slack.