

Andrew Balerdi

CEO/Founder of The Good Marketing Co.

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PERSONAL PROFILE

An enthusiastic, multi-disciplined marketer who is obsessed with solving customer health problems. I help build delightful marketing experiences that are served by world class marketing automation and digital technology. I have 15 years experience in creating profitable campaigns, websites and technology for worldwide audiences.

Extensive experience across a broad spectrum of fast-paced and challenging industries developing websites, marketing technology and became a Google Partner in 2016. Loves providing a delightful and different client/agency relationship bringing over 14 year's experience to the health and wellness industry. Specialising in automation, SEO, PPC, Social Ads and design has been able to use a broad spectrum of skills to drive traffic and boost sales in the region of £800k for his clients in the last 6 months.

EMPLOYMENT

June 2017 – Present:

CEO/Founder @ The Good Marketing Co. – Marketing Agency – Clients past and present include – NHS, Purearth, Welltodo, Pfizer, Essex boot camp

Building a brand marketing agency for the health and wellness industry to consistently rely on. Working with a team of 5 to make the best systems and campaigns for our clients.

- Gathering leading professional freelance talent from across the world to deliver high end campaigns and tech for the health and wellness industry at an affordable price
- Over the last 8 months have collectively generated over £20 million for our clients.
- Rebuilt the brand and website and have developed an entire media and marketing package for [Britannia Pharmaceuticals](#)
- Creating a marketing and messaging platform for [Welltodo global](#).
- Creating new brand guidelines for Welltodo
- Optimising and creating an effective site structure and paid advertising programme for [kundalinilounge.com](#)
- PPC and social advertising gaining £80k in sales with £20k investment for [Pure Earth](#)

Key Achievements

- Gained over 12.5k followers for Marion Wagner ([@marionwagner](#))
- Helping Essex Boot Camp with their marketing structure and sign up process increasing sign ups by 30% in 2 months

2016 – May 2017:

Head of Marketing @ Sensiia/Duofertility - Ovulation Tracking app and wearable with Fertility advice service

Rebranded and created new website, new assets and strategies to bolster Duofertility subscriptions. Headed up Boots and Amazon listing and sales strategies. Increased sales from 5 average users a month to 246.

- Planned and implemented effective strategies for marketing execution, as well as perform re-branding of Duofertility. Website architecture – decided which pages go where, topic hierarchy etc.
- Drove and executed B2B trade platforms for listing Duofertility on Boots and Amazon websites. Created an automated and integrated CRM workflow to segment users and implement loyalty and reward scheme.
- Created an effective content strategy to attract and engage customers in the early stages of the purchase cycle.

Key Achievements:

- Implemented customer service best practices including web-chat which increased in leads by 66%.
- Management and implementation of advertising and marketing campaigns across the following channels: Facebook, PPC, Adwords, email, increasing traffic to the site by an average of 700% over 6 months.
- Created and fostered 5 key affiliate clinical partnerships in the US and UK, gaining \$100,000 in revenue.
- Successfully decreased manual email production by 80% through establishment of email automation for marketing and customer service.
- Designed the new website and created videos

2014 – 2016:

Head of Digital and Client Strategy @ ProCo – Integrated Marketing Agency

Used cumulative skills and knowledge in front end coding, marketing techniques and effective communication to achieve a high standard of campaign execution for clients to maximise ROI. Focused on retail clients to sell products direct to consumers. Provided deep analysis for on and offline activities to manage client's reputation.

- Supervised and maintained a variety of media campaigns, including print, web to print automation, email, social media, affiliate marketing, sms, and search channels.
- Participated in pitch meetings and presented technical and marketing campaign solutions for approval.
- Implemented agile development processes by usage of Jira and Basecamp, as well as supported and guided sales team with all technical questions and solutions.

Key Achievements

- Managed a team of 10 designers, developers and account/project managers to ensure budgets matched project output and timeline.
- Designed and implemented multi-channel in store and online campaign for DFS voucher and offer scheme resulting in £2M revenue over 11 months.
- Tactfully drafted internal process maps, which included, Initial scope, build, key marketing success barometers, testing, and analytics dashboards.
- Implemented in store and affiliate partnership campaign for Hardys Sweets resulting in circa 10K new subscribers and £15k revenue per month.

Additional experience: 2006 – 2014

Head of development and client strategy – 2112 Communications, London

Head of Technology – Beta, London

Senior Developer/Online PR Consultant - PRNewswire,
London

Front End Developer and Publishing Editor, RICS (Royal Institute of Chartered Surveyors), London

Website Developer/Marketing Executive, i-level (ilG Digital), London

Web Developer and Editorial Marketing Officer, Estates Gazette Books (RBI), London

EDUCATION

Bachelor of Arts (Hon) in English with Theatre Studies (2:1) - De Montfort University–
Leicester

A-levels (English B, Art C, French C) 10 GCSE's - St. Edward's School - Oxford

Professional Courses

Digital Marketing Institute – Professional Diploma in Digital Marketing – May 2017 to Oct
2017.

Silicon Valley Digital Marketing – Social Media Marketing – 2015.

Udemy Complete web design – 2016.

Intermediate copy writing skills for business and websites – Chartered Institute of Marketing (CIM) August 2012.

Introductory and Intermediate HTML use for Web and e-mail shots - RBI Internal March 2007. Intermediate

TECHNICAL SKILLS

Proficient with the following marketing-related technology:

- CMS: Wordpress, Drupal, Joomla, Typo3, Respond CMS, Ghost, SiteCore
- Email: Mailchimp, Litmus, ActiveCampaign, Campaign Monitor, Emma, Emarsys
- CRMs/Marketing Platforms: Salesforce, Hubspot, SugarCRM, PipeLine, Marketo, GetResponse
- PR Monitoring: Meltwater, Mention, CoverageBook, Vuelio, Adobe Marketing Cloud
- Desktop Applications: Photoshop, InDesign, Adobe Illustrator, InkScape, Adobe Premiere
- Coding languages: HTML5, CSS3, JQuery, Javascript
- Marketing: Copywriting (Web, Advertising, Print, SMS, Social, Blogs), Email Testing, analytics packages (Google Analytics, Adobe Marketing Suite, Qlik), email platforms, marketing automation workflows using JavaScript APIs and Zapier.

INTERESTS

- Health, Fitness & Tech – Since my kids were born I have been on a mission to improve my mind and body to achieve a balanced life. I am fascinated my health tech, what it means for our society and the potential for technology to improve our lives. I use myself as a guinea-pig to test out new fitness regimes and health products.
- Regularly volunteer for the charity Goods for Good and Mind.
- Sports: Tennis, Football