

Jack Wilson

Digital Marketing Strategist

Integrated marketing for ambitious brands — strategy, brand, paid, SEO, CRM and analytics, engineered to compound revenue.

TRACK RECORD

367%

ROI GENERATED

£7m to £19m

REVENUE IN 12 MONTHS

476%

ORGANIC TRAFFIC

1027%

AFFILIATE SALES

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BACKGROUND

Full-stack marketer. Built for compounding growth.

I'm Jack Wilson, a Digital Marketing Strategist with 7+ years delivering integrated growth across e-commerce, renewables, FMCG and regulated services. I combine a First-Class BA (Hons) and an MSc in Digital Marketing Communications with hands-on execution – strategy, brand, paid, SEO, CRM and analytics, all wired to revenue.

Currently Marketing Executive at Acme Facilities Group – leading all marketing activity including a digital brand refresh, SEO, website rebuild, content marketing, exhibition planning and CRM build-out.

CAREER

MAR 2026 – PRESENT

Acme Facilities Group

Marketing Executive – leading digital, brand refresh, SEO, website rebuild, content, exhibitions, CRM.

SEPT 2024 – FEB 2026

Eco Providers

Digital Marketing Manager – full-stack growth across SEO, paid, CRM and website.

DEC 2021 – AUG 2024

Vape Dinner Lady

Marketing & E-commerce Executive – scaled £7m to £19m, launched Italy, built affiliate engine.

JUL 2021 – DEC 2021

DBS Check Online

Social Media & PPC Manager – 210% lead growth, 242% ROI from paid.

2019 – 2021

Earlier roles

Agency and in-house marketing across SMB and e-commerce.

FRAMEWORK

01

Analyse

02

Strategise

03

Execute

04

Optimise

05

Scale

CASE STUDY

RENEWABLE ENERGY • SEPT 2024 – FEB 2026

Eco Providers

Digital Marketing Manager

Built an integrated growth engine that took a regional renewables firm into category leadership.

Eco Providers install solar, battery storage and air-source heat pumps across the North West. The brief: own the full marketing stack and turn a fragmented digital presence into a predictable growth engine.

RESULTS

476%

ORGANIC TRAFFIC

210%

SALES FROM SEO

68%

ENGAGEMENT RATE

3,000+

MONTHLY ORGANIC

INTEGRATED STRATEGY

01 Conversion-first website rebuild

Re-architected around three intent journeys with CRO-led layouts and calculators.

02 Full-funnel SEO programme

Technical foundations, programmatic location pages and topical authority content.

03 Paid + organic compounding

Search and Meta tightly coupled with SEO landing pages so spend trains the algorithm.

04 HubSpot lead engine

Forms, scoring, nurture and sales handoff wired end-to-end.

TOOLS & PLATFORMS

HubSpot • Google Ads • Meta • GA4 • Semrush • WordPress • Looker Studio

CASE STUDY

GLOBAL FMCG / E-COMMERCE • DEC 2021 – AUG 2024

Vape Dinner Lady

Marketing & E-commerce Executive

From £7m to £19m revenue in 12 months – integrated strategy, affiliates and international launches.

Dinner Lady ships to 90+ countries. I owned channel strategy, affiliates and international go-to-market with a remit to make growth compounding rather than promotional.

RESULTS

£7m to £19m 1027%

REVENUE IN 12 MONTHS

AFFILIATE SALES

127%

EMAIL LIST GROWTH

#3

VAPE BRAND IN ITALY

INTEGRATED STRATEGY

01 One north-star strategy

Aligned brand, performance, CRM and affiliate around shared revenue and LTV targets.

02 Dashboards over decks

Live revenue, attribution and cohort dashboards for weekly decisions on real signal.

03 Affiliate as compounding asset

Recruitment, tiering, creative and payout rules engineered for partner LTV.

04 International playbook

Repeatable launch model – market sizing, distributor, localised store, paid + influencer.

TOOLS & PLATFORMS

Magento • Shopify • Klaviyo • Google Ads • Meta • GA4 • Power BI

CASE STUDY

REGULATED SERVICES • JUL 2021 – DEC 2021

DBS Check Online

Social Media & PPC Manager

210% lift in leads with 242% ROI from PPC in a regulated, search-led category.

Background checks for individuals and employers across the UK. Search-led, regulated, unforgiving CPCs. Mandate: convert intent into qualified leads at a profitable CPA.

RESULTS

210%

INCREASE IN LEADS

242%

ROI FROM PPC

INTEGRATED STRATEGY

01 Intent-first account structure

Refocused spend on commercial-intent keywords; stripped non-converting research traffic.

02 Offer-led landing pages

Tight ad copy, landing pages and offers – every click hit a page built to convert.

03 Disciplined testing cadence

Weekly A/B tests on creative, headlines, landing pages and bid strategies.

04 Social as recall engine

Coordinated paid social to compound brand recall and lift branded search.

TOOLS & PLATFORMS

Google Ads • Microsoft Ads • Meta • GA4 • Hotjar

LET'S WORK TOGETHER

Ready to turn strategy into growth?

I take on a small number of consulting and fractional engagements at a time. If you've got an ambitious growth target and need an integrated marketing leader to plug in, let's talk.

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