



GARRETT HUTTON

DIGITAL GROWTH PROFESSIONAL

📞 0431 321 411

✉️ gh@hutton.one

🏠 www.hutton.one

CV, CURRICULUM VITAE

Digital Marketing Specialist | Business Development

Results-driven Digital Marketing professional with over 15 years of experience in developing and delivering digital marketing strategies that increase brand awareness and drive revenue. Discover my portfolio and competencies on my website.

I bring a deep commercial insight into today's competitive digital arena, having successfully expanded client partnerships while leading high-impact marketing initiatives that drive measurable value. My natural ability to quickly build rapport, coupled with precise product knowledge and understanding of competitive advantages, enables me to address digital marketing challenges head-on. I am equally comfortable engaging stakeholders across all organisational levels, ensuring strategic alignment and collaborative success.

My professional journey spans end-to-end digital marketing, from advanced CRM and account management to crafting data-driven digital marketplace strategies. I excel at building enduring client relationships and driving transformative marketing initiatives that boost growth and market share. I have proven capabilities in advanced CRM and professional content creation across diverse graphics and video formats with strategic copy for mainstream digital channels.

Adept at integrating cutting-edge AI technologies into marketing strategies, with practical experience and continuous learning. Currently pursuing certifications in ChatGPT AI Prompt Engineering (OpenAI) and Google's Generative AI for Marketing Professionals to maximize the impact of AI in the digital marketing process.

I have extensive experience in end-to-end digital marketing, with a specialisation in growth strategies, campaign implementation, and optimisation. For larger projects I prefer to focus on ROI by prioritising data analysis, optimisation, and driving creative growth solutions, while collaborating closely with design support.

PROFESSIONAL EXPERIENCE

Customer Experience Manager

Emerging Advisory, Gold Coast | 2024 - Present

An advisory business specialising in servicing global clients across travel, tourism, and property.

- CX Program Delivery: Including CRM system integration and adoption
- Lead-Gen EDM: Developing high-conversion email campaigns
- Website Redesign: Optimising website engagement and performance
- Content Creation: Crafting versatile copy and visual content

Digital Marketing Specialist

Beyond Intent Marketing Technologists, Sydney | 2021- 2024

A consultancy, specialising in digital transformation, e-commerce, apps, and social media for global brands including Honda, Hard Rock, and Flight Centre.

Delivering digital growth initiatives for clients across a broad range of industries including:

- Digital Marketing Strategy: Comprehensive multi-channel campaigns
- Marketing Automation: Integrating CRM and e-commerce systems
- Social Media Management: Across all major social platforms
- Advertising & Analytics: Organic strategy (SEO, content), Paid advertising (SEM/PPC, display, social), and comprehensive performance reporting.

Key achievements

- i. Private Property Agency: Increased engagement and leads via paid social, CRM automation, and video content
- ii. Engineering Consultancy: Boosted authority and leads with rebranding, blogs, LinkedIn, and Google Ads
- iii. Fashion Boutique: Drove sales growth with social, CRM, emails & retention strategies

Digital Marketing Manager

Alliance BMS, Cape Town | 2014 – 2018

A consultancy delivering digital marketing services and optimisation solutions for local and global clients.

Driving digital marketing solutions for key partners including Century 21, Volvo, Blue Ocean Oil, Royal Cape Yacht Club, New Metro Cinemas, and Jewellery By Design across:

- Lead-Nurturing Program: Leveraging CRM to drive qualified lead conversion
- Organic & Paid Social: Across all major social platforms
- E-commerce Solutions: Facilitating online transactions and expanding reach
- Website Development & Optimisation: Enhancing with analytics and SEM.

Key achievements

- i. Blue Ocean Oil Supply: Enhanced customer retention with CRM, eDM & SMS
- ii. Century 21: Boosted leads via tailored CRM and social media
- iii. Nu Metro Cinemas: Drove subscription through integrated marketing & social
- iv. Flick Pest Control: Upgraded website with lead generation, CRM & content marketing tools
- v. Momentum Life: Led CRM campaigns, improving sales tracking & engagement
- vi. Sterley & Dawson: Brand refresh & targeted LinkedIn & Facebook

Business Development Manager

IAIA, Durban | 2012 – 2014

A financial consulting firm providing investment and wealth management solutions to clients across the nation.

- Account Management | Business Development | Lead-Gen Automation
- Website Design | CMS Management | Proposals | Organic & Paid Social

Key achievements

- i. Website: Built WordPress site, Yoast SEO & ERP integration to boost functionality, visibility
- ii. Paid Social: Increased engagement & cost efficiency through targeted campaigns
- iii. Organic LinkedIn: Strengthened brand with consistent content
- iv. CRM & Training: Enhanced sales team success with CRM workflows & training

Digital Marketing Coordinator

Alliance BMS, Cape Town | 2009 – 2012

A consultancy delivering digital marketing services and optimisation solutions for local and global clients

- Digital Campaign Execution | Content and Collateral Production | EDM
- Client Support | Sales Support | Data Insights | Analytics & Reporting

Key achievements

- i. The Beach House: Website design, set up Facebook ads and booking tools
- ii. Academy of York: Upgraded CRM, integrated SMS, executed campaigns
- iii. Construction Solutions: Implemented CRM, drove EDM & social campaigns
- iv. Edge Insurance: Configured CRM, drove paid social and EDM campaigns
- v. Gumtree Lodge: Upgraded website, unified branding, implemented Sage CRM

EDUCATION / QUALIFICATIONS

Master of Business Administration | Bond University, Australia: 2019 -2021

- Marketing management, digital marketing, innovation and change, strategic insight and management analytics
- Managing people, professional development, effective decision-making and negotiation
- Financial decision-making, managerial economics, business in the global economy, big data and statistics

Google Analytics Certification | GAIQ: 2014

- Advanced analytics, planning and implementation, data collection, configuration and administration, conversion and attribution, and reporting metrics.

CRM Optimisation Certification | Sage Plc : 2018

- CRM integration with digital marketing, targeted campaigns, lead management, effective management of customer relationships, streamlined sales processes, enhanced customer service, and optimised system administration and reporting within the CRM environment

AI Prompt Engineer | OpenAI ChatGPT: Present

- Certification for prompt engineering to craft effective prompts for large language models (LLMs), covering best practices, LLM APIs, and techniques for building custom chatbots.

Generative AI for Marketing Professionals | Google Gemini AI: Present

- Foundational knowledge in generative AI, covering its applications, tools like Generative AI Studio, and practical uses in marketing, enabling professionals to leverage AI for content

SKILLS

- - Digital Strategy & Analytics
- Account Management
- Content Creation
- Email & SMS
- Advanced CRM
- CMS | SEM, SEO
- Pay Per Click & Programmatic Advertising
- E-Commerce & Social Commerce

SOFTWARE AND TOOLS

- Google Analytics
- HubSpot | Zoho | Sage | Klaviyo
- Canva | Adobe Creative Suite
- Shopify | WooCommerce | AWS, ASC
- Meta Business Manager
- SEMRush | Hootsuite
- WordPress | Zapier
- Perplexity AI | ChatGPT

REFERENCES

Brett Levy – CEO, Beyond Intent
brett@beyondintent.com.au

Joseph Greene – Sales and Marketing Director, Alliance BMS
joseph.greene@alliancesolutions.co.za

Maria Stowe - COO, IAIA
maria@fsanda.co.za

Please visit hutton.one for my competencies and projects, and LinkedIn for reference letters, certificates, and more: linkedin.com/in/g-hutton