



GARRETT HUTTON

DIGITAL GROWTH PROFESSIONAL

CONTACT



0431 321 411



gh@hutton.one



www.hutton.one

DEAR HIRING MANAGER,

I have a genuine enthusiasm for creating and delivering strategic growth initiatives.

With extensive experience spanning digital marketing, business development, and sales, I believe I'm an ideal fit for this type of role.

I am also proficient in financial management and business optimisation systems.

I'd love the opportunity to discuss how my experience could contribute to your success. I've attached my Resume, which provides a summary of career achievements. For a deeper dive into my work, please visit my website.

Thank you for considering my application. I look forward to the possibility of speaking with you soon.

Warm regards,

Garrett Hutton



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SKILLS

HARD SKILLS

Digital Strategy
Digital Transformation
Account Management
Marketing Analytics
Social Media Management
Content Creation, SEO & SEM
Advanced CRM
Bookkeeping Integrations

TECHNIQUES

Pay Per Click Advertising
Programmatic Advertising
Email & SMS
E-Commerce & Social Commerce
LLMs and multimodal AI assistants
Business Optimisation Systems

SOFTWARE & TOOLS

Google Analytics | Meta BM
HubSpot | Sage | Zoho | Act
SEMrush | Klaviyo
Canva | Hootsuite
WordPress | Zapier
Shopify | WooCommerce
Xero | QuickBooks | Sage
ChatGPT, Perplexity AI, and more

QUALIFICATIONS

Master of Business Administration

Bond University | 2019 - 2021

Google Analytics Certification

GAIQ

CRM Optimisation Certification

Sage CRM

AI Prompt Engineer, ChatGPT

OpenAI | Present

Generative AI for Marketing Prof.

Google Gemini | Present

ABOUT ME

My specialisation in growth strategies combines my expertise in end-to-end digital marketing, advanced CRM systems, and digital transformation. I prioritise data-driven decision making, business optimisation, and driving creative growth solutions to achieve results. Discover my portfolio and competencies on my website.

PROFESSIONAL EXPERIENCE

Customer Experience Manager

Emerging Advisory, Gold Coast | 2024 - Present

- Team leader for ME region, including client relations and project management
- CX Program Delivery: Including CRM system integration and adoption
- Lead-Gen EDM: Developing high-conversion email campaigns
- Content Creation: Crafting versatile copy and visual content
- Automated Billing: Simplified process using CRM and Xero

Digital Marketing Lead

Beyond Intent Marketing Technologists, Sydney | 2021- 2024

- 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
 - Paid Advertising & Analytics: PPC, SEM, SEO, and performance reporting

Digital Solutions Manager

Alliance BMS, Cape Town | 2014 - 2018

- Managed digital solutions for key partners including Century 21, Volvo, Blue Ocean Oil, Royal Cape Yacht Club, New Metro Cinemas, and Jewellery By Design across:
 - Sales & Prospecting: Sales team management, leveraging CRM for lead conversion
 - Organic & Paid Social: Across all major social platforms
 - Website & E-commerce Solutions: Facilitating online sales and expanding reach
 - Business Optimisation: Automated team workflows, bookkeeping integrations

Business Development Manager

IAIA, Durban | 2012 - 2014

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

Digital Solutions Coordinator

Alliance BMS, Cape Town | 2009 - 2012

- Digital Marketing Campaign Execution | EDM | Advanced CRM
- Optimisation Systems | Business Intelligence