



GARRETT HUTTON

DIGITAL GROWTH PROFESSIONAL

📞 0431 321 411

✉️ gh@hutton.one

🏠 www.hutton.one

CV, CURRICULUM VITAE

Business Development and Optimisation | Digital Marketing Specialist

Results-driven growth professional with over 15 years of experience in developing and delivering strategies that increase visibility and build value. 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 and sales initiatives that drive measurable growth. My natural ability to quickly build rapport, coupled with precise product knowledge and understanding of competitive advantages, enables me to address business 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, advanced CRM and account management, and sales planning and execution. I excel at building enduring client relationships and driving transformative changes that boost business performance and market share. I have proven capabilities in business optimisation using my deep knowledge of financial management, bookkeeping integrations, and business intelligence.

Extensive experience leading digital marketing excellence, and comprehensive business analyst expertise in digital transformation to unify marketing-sales-operations-administration functions, delivering efficiencies and sustainable growth through marketing analysis, enhanced sales and marketing direction, strategic process redesign, streamlined team workflows, and essential executive-level KPI reporting and insights.

Adept at integrating cutting-edge AI technologies into business functions, 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.

My specialisation is in growth strategies. Combining 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.

In **tourism accommodation** for example, I've consistently accelerated online engagement and booking sales performance, while simplifying processes, lowering operating costs, and integrating financial management systems.

PROFESSIONAL EXPERIENCE

Customer Experience Manager

Emerging Advisory, Gold Coast | 2024 - Present

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

- 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

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 Solutions Manager

Alliance BMS, Cape Town | 2014 – 2018

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

Managed digital marketing solutions and digital transformation 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

Key achievements

- i. Blue Ocean Oil Supply: Enhanced customer retention with CRM, eDM & SMS
- ii. Century 21: Boosted leads via tailored CRM, social media and optimisation systems
- iii. Nu Metro Cinemas: Drove subscription through integrated marketing & social
- iv. Flick Pest Control: Upgraded website with lead generation, CRM, and optimisation systems
- 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.

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

Key achievements

- i. Website: Built WordPress site, Yoast SEO & ERP integration to boost functionality, visibility
- ii. LinkedIn Organic & Paid: Increased engagement, cost efficiency and brand engagement
- iii. Optimisation Systems: CRM-bookkeeping integrations and sales administration
- iv. CRM & Training: Enhanced sales team success with CRM workflows & training

Digital Solutions Coordinator

Alliance BMS, Cape Town | 2009 – 2012

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

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

Key achievements

- i. The Beach House: Website design, set up Facebook ads and booking system
- ii. Academy of York: Upgraded CRM, integrated SMS, campaign execution
- iii. Construction Solutions: Implemented CRM with integrated bookkeeping
- iv. Edge Insurance: Bookkeeping system, sales support, data Insights and analytics reporting
- v. Gumtree Lodge: Configured CRM, paid social and eDM campaign

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
- CMS | SEM, SEO
- Pay Per Click & Programmatic Advertising
- E-Commerce & Social Commerce
- Advanced CRM
- Administration and Bookkeeping Integrations
- Training and Support on CRM, Bookkeeping
- Digital Transformation
- Unify Marketing-Sales-Admin Functions

SOFTWARE AND TOOLS

- Google Analytics
- HubSpot | Zoho | Sage | Klaviyo
- Canva | Adobe Creative Suite
- Shopify | WooCommerce | AWS, ASC
- Meta Business Manager
- SEMRush | Hootsuite
- WordPress | Zapier
- Act CRM | Sage CRM | HubSpot | Monday.com
- Xero | QuickBooks | Sage Accounting
- Several LLMs, multimodal AI assistants, AGI
- ChatGPT, Copilot, Gemini, Perplexity AI
- Canva AI, Figma AI, Adobe Firefly, Runway ML

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 [my website](#) for my competencies and projects, and my [LinkedIn profile](#) for reference letters, certificates, and more.

- My website – www.hutton.one
- LinkedIn profile – linkedin.com/in/g-hutton