

JUSTIN SADGROVE

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Nothing allows a greater sense of professional satisfaction than enjoying a sustainable competitive advantage.

Introduction

My digital pilgrimage begins with a Graphic Design Internship in 'stay classy, San Diego'. A studio asylum incarcerating the creators of Attack of the Killer Tomatoes; a cult classic worth watching if for no other reason than to admire the then unknown George Clooney's flowing mullet.

From the dizzying heights of Caliwood my journey brought me back to the City of Sails to further my knowledge in the Science of Information. A student, I exercised my developing skills as a Web Designer for the global security network; Mako Networks.

Like many before me, I was drawn by the bounty of the yellow brick road of OZ. In the crown of Brisbane's Riparian Plaza, I honed my craft and was quickly rewarded with the Digital Marketing Manager role at Wilsons Private Wealth Management.

Roots firmly established in the creative arts, I struggled to quench my thirst in a conservative corporate finance environment. I leapt at the opportunity to develop cutting-edge, rich content delivery (IPTV), with iconic brands like Redbull at Telecommunications giant slayer; iinet.

Recently I have been using my knowledge and experience to enable Australian SMEs to build and grow their business through the implementation of holistic and sustainable digital strategies.

For more details I propose we catch up for a coffee. Justin

Highlights



I Want That Course

Facebook Success Story

I Want That Course needed to generate 5,000 leads per month to meet business objectives. Working closely with Facebook we were able to generate quality leads to contribute to that target, while keeping cost per lead low.

- ✓ 8,000 Facebook leads per month
- ✓ 39% lower cost per lead
- ✓ 4.5X return on ad spend

Expert strategies across search engine optimisation, search engine marketing and social media marketing, become a catalyst for accelerated growth.

Working Experience

CLIENT CENTRIC

Digital Strategist

July 2011 - Present

Simply put; I help solve complex business and marketing problems through the implementation of digital technologies.

Starting with an audit of all digital assets as well as those of partners and competitors, I develop an online presence, architecture and marketing strategy. This provides a clear roadmap that orchestrates all relevant digital channels and tactics (i.e. websites, content marketing, networking on social media, e-commerce, search and social advertising, SEO, SEM, SMM, marketing automation, apps, media/blogger outreach, etc.) into one actionable plan.

"Creative without strategy is called 'art.' Creative with strategy is called 'advertising.'" - Jef I. Richards

Recent Highlights - I Want That Course

- Digital Transformation leading to a monthly revenue stream of over \$1M (from \$50K)
- Design and development of online presence on [Drupal](#) platform
- Implementation of [Hubspot](#) conversion and optimisation platform
- [Facebook Success Story](#)
 - 8,000 Facebook leads per month
 - 39% lower cost per lead
 - 4.5X return on ad spend

Project Manager

Taking advantage of the Scrum framework, I use Agile development practices to deliver projects where the client takes ownership at each iteration, ensuring a successful solution. I understand the clients business is dynamic, and their requirements will change during the delivery of a project. My clients enjoy a close relationship where constant feedback is not only welcome, but a part of the methodology.

Recent Projects

- [I Want That Course](#) - Online
 - 6% website conversion rate
 - 48% lead to opportunity conversion rate
 - 28% landing page conversion rate
 - 3X faster than legacy site
 - 800% increase in traffic (12 months)
- [Frame](#) - Online
 - Design and development of online business on [Adobe](#) platform
 - Implementation and execution of best practice SEO, SEM and SMM
 - 20% increase in traffic (YoY)
 - Implementation and optimisation of Inbound Marketing strategy (content marketing, blog, email and social campaigns)

The more you know about your customers, the more effectively you can focus your marketing strategies and target specific groups.

Working Experience

IINET Content Development Manager

Dec 2011 - Feb 2013 Reporting to the Chief Product Officer my primary role was to source, develop, manage and measure rich content for IPTV and online platforms - FetchTV, Freezone and Games.on.net. Churn is a considerable concern in the competitive telecommunications market. As a key member of the Content Team I was charged with introducing progressive initiatives that added value to the businesses primary objectives; acquiring and retaining customers.

Performance

- 730,000+ unique visitors freezone site 2012
- 28% increase in freezone traffic
- 20,000+ concurrent live event stream viewers
- IP Content Delivery FMAs - RTSP, HLS, Live feed GPS tracking.
- Successful negotiations with iconic brands, Redbull, IMG, ESPN, SBS, ABC, MLG, NBL, ABL, IBA.

WILSONS Digital Marketing Manager

July 2009 - July 2011 Reporting to the Chief Financial Officer my primary role was to develop, implement, manage, and measure the impact of Digital Marketing and Communications strategies, messages and programs throughout all communication touch-points.

Key Responsibilities

- Development and administration of online presence including websites, SEO, SEM, Cost Per Click campaigns, Content Management (Sitefinity) and Customer Relationship Management Software Systems
- Implementation and management of Marketing Automation Software (Silverpop) encompassing the execution of targeted Below The Line marketing campaigns
- Development and monitoring of social communication strategies across a number of select channels including popular social media networks, blogs, podcasts and webinars.
- Corporate branding, design and management through meticulous quality assurance and hands on execution for Wilsons and Pinnacle boutiques
- Above The Line campaign and brand management for Wilsons and Below The Line campaigns for managed fund products
- Thorough and transparent reporting on all channels for detailed budget analysis and forecasting

Related skills

SEO

extensive knowledge



SEM

extensive knowledge



SMM

extensive knowledge



Content Development

extensive knowledge



Web Development

good skillset



CRM Development

good skillset



The information gained by means of strategic targeting brings clarity to a company's business model and helps shape their brand identity.

Working Experience

MAKO NETWORKS Web Designer

Jan 2009 - July 2009 Reporting to the Marketing Manger my key responsibility was the development of a fresh engaging brand identity for a young leading edge network security company. The brief embraced a break from the conservative identities of the current culture. This refresh included the design and development of a dynamic new online presence, plus all graphical design elements, corporate identity, print collateral and rich content presentations.

FOUR SQUARE PRODUCTIONS Graphic Designer

Nov 2005 - Nov 2007 *Four Square Productions is a full service corporate communications and creative services agency. Its offerings include communication strategy and planning, multimedia interactive design, corporate video and news release creation, and live events production. The company's headquarters features a design studio, a sound stage, digital post-production facilities, and a theatre-style screening room.*

Gen 1 iPhone Release

Based in the Design Studio, reporting to the Art Director, I had a production role in TV, video and gaming story boarding and post-production editing. This role enabled me to develop my Adobe Premiere Pro, After Effects, Soundbooth, Lightroom and Flash skill set.

PIEROTH WINES INTERNATIONAL Senior Account Manager

May 2000 - April 2005 *The House of Ferdinand Pieroth have always been synonymous with German viticulture, strong family tradition and quality of life. Excellent customer service and the expertise acquired over many years have made them the undisputed market leaders in direct wine sales all over the world.*

In my role as Senior Account Manager I had the good fortune to represent several Pieroth brands in m of the distinguished wine growing regions and markets of Europe, the US, Australia and New Zealand.

Key Responsibilities

- Operate as the lead point of contact for any and all matters specific to customers interests
- Build and maintain strong, long-lasting customer relationships
- Develop a trusted advisor relationship with key accounts, customer stakeholders and executives
- Communicate clearly the progress of monthly/quarterly initiatives to internal and external stakehold
- Identify and grow opportunities within territory and collaborate with sales teams to ensure growth
- Forecast and track key account metrics

Related skills

HTML/CSS

extensive knowledge



JavaScript/JQuery

good skillset



PHP

intermediate skillset



Illustrator

extensive knowledge



Photoshop

extensive knowledge



Premiere Pro

extensive knowledge



It begins with a message that, in the hands of a talented Designer,
is transformed into visual communication that transcends mere words and pictures.

Education

MASSEY UNIVERSITY

Graduate Diploma of Information Science

Auckland, NZ
2008 - 2009

The Graduate Diploma of Information Science provides a sound technical understanding of computing and information technology and the ability to plan, develop and apply appropriate technologies and tools to frame and solve problems.

AIU

Bachelor of Fine Arts (summa cum laude) - Visual Communication

Chicago, USA
2003 - 2005

Visual communication (formerly graphic design) is a creative process that combines the visual arts and technology to communicate ideas. It begins with a message that, in the hands of a talented designer, is transformed into visual communication that transcends mere words and pictures. By controlling colour, type, movement, symbols, and images, the visual communication designer creates and manages the production of visuals designed to inform, educate, persuade, and even entertain a specific audience.

UNIVERSITY OF AUCKLAND

Bachelor of Arts - Art History

Auckland, NZ
1995 - 1998

Art History helps develop skills in creative thinking, design and planning, which are useful for careers in communication and media, marketing, journalism, and business management. It provides a deeper understanding of different cultural traditions and historical periods, and teaches the importance of creativity and the freedom of the imagination.

Personal Interests

Reading - marketing communication, design and development, digital technologies, social communication

Sports - swimming, surfing, skating, snowboarding, sailing, mountain biking, golf, tennis, squash

Entertainment - football (*most codes*), motorsports, wine, food, festivals, concerts, travel

Notes:
