





Gemma Hogan

Senior Global Digital Marketing Manager

Contact

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 gemmahogan.com

About Me

I am a Senior Global Digital Marketing Manager with 14+ years of experience in performance marketing, growth marketing, SEO, CRO, content, and brand strategy. I specialize in B2B marketing automation, ABM, and CRM management, using AI-driven tools like ChatGPT and Microsoft Copilot to streamline workflows and drive results.

A problem-solver at heart, I thrive on optimizing processes and removing roadblocks to ensure seamless execution. As a strategic leader, I have successfully managed global marketing initiatives, developed high-performing teams, and delivered data-driven strategies that enhance performance, efficiency, and business impact.

Experience

Senior Global Digital Marketing Manager

Roboyo

2023 – Present

- Increased non-brand search traffic by 15% over the last year.
- Led the migration and development of a new CRM system from Zoho to Salesforce Marketing Cloud Account Engagement (Pardot).
- Optimized the company website for UX and CRO.
- Spearheaded the development of an events microsite, implemented a payment gateway, and streamlined online ticket sales.
- Led the implementation of a chatbot for website automation.
- Conducted training sessions, software demonstrations, and instructional videos for the team.
- Managed paid advertising campaigns on Google Ads and LinkedIn to optimize budget efficiency.
- Designed and managed print advertisements and marketing collateral.
- Set up and refined marketing automation and integrations via Zapier.
- Developed a full reporting dashboard for GA4, Google Ads, SEO, and Social Media using Looker Studio.

Global Digital Marketing Executive

Roboyo

2022 – 2023

- Managed and optimized the company website to ensure smooth campaign execution.
- Developed and implemented attribution models for marketing campaigns.
- Improved workflow automation for lead tracking and CRM integration.

Freelance Digital Marketing & Design Specialist

Equinox Studio

2021 – 2022

- Provided full-stack marketing, design, and website development services.
- Developed branding strategies and optimized digital marketing campaigns.

Creative Artworker & Marketing Executive

Rapido Print

2018 – 2019

- Designed marketing materials, business stationery, and digital assets.
- Managed the rebranding of Faulkner Media Solutions and developed new eCommerce portals.
- Led SEO and website design initiatives for multiple brands.
- Provided staff training on website and email marketing tools.

Digital Marketing Coordinator

Victoria Gate Casino

2017 – 2018

- Managed multi-channel digital campaigns across Email, Social Media, and PPC.
- Developed custom email marketing workflows using CRM automation.
- Created video advertisements, animations, and display media for in-house promotions.
- Led social media engagement and paid ad strategies.
- Assisted in website redevelopment and content optimization.

Key Skills

- Growth & Performance
Marketing – SEO, SEM, PPC, CRO, customer acquisition.
- Brand & Content Strategy –
Messaging, storytelling, content marketing.
- Demand Generation & ABM –
Multi-channel lead nurturing & conversion.
- Marketing Automation & CRM –
Salesforce, Pardot, HubSpot, AI-driven automation.
- Data-Driven Decision Making –
GA4, Looker Studio, analytics-driven strategy.
- Digital Advertising & Paid Media –
LinkedIn Ads, Google Ads, programmatic.
- Website & UX Optimization –
CRO, website strategy, user experience.
- Leadership & Team
Development – Building & scaling marketing teams.
- Strategic Planning & Budgeting –
Aligning marketing with business goals.
- AI & Innovation in Marketing –
AI-driven tools, automation, personalization.

- Digital Marketing Executive & Web Designer
Salonwear Direct 2014 – 2017
 - Increased website conversion rates by 300% YoY.
 - Developed mobile-friendly web designs, improving conversion rates by 200%.
 - Managed SEO, PPC, and email automation strategies.
 - Designed brochures, marketing collateral, and UI/UX elements for the brand.
 - Led eCommerce marketing automation, including Google Shopping integration.
 - Managed a team of junior marketers, providing training and performance monitoring.
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Education

- Building High-Performance Teams
Project Management Institute 2025
- Collaborative Leadership
NASBA 2025
- Managing Virtual Teams
Project Management Institute 2025
- Career Essentials in Generative AI
Microsoft 2025
- Ethics in the Age of Generative AI
Project Management Institute 2025
- Generative AI for Digital Marketers
LinkedIn Learning 2025
- How to Generate Marketing Leads with AI
LinkedIn Learning 2025
- Strategic Thinking for Growth Marketers
LinkedIn Learning 2025
- Email Marketing Strategy & Optimization
LinkedIn Learning 2025
- Learning Microsoft 365 Copilot & Business Chat
LinkedIn Learning 2025
- BA Hons Computer Games Design
University of Huddersfield 2011 – 2013
- BA Hons Graphic Media Communication
University of Bradford 2008 – 2011
- BTEC National Diploma in Graphic Design
Kirklees College 2006 – 2008