






# Gemma Hogan

Head of Marketing | Revenue, Growth & GTM  
(Pipeline, Attribution, AI-Driven Demand)

## Contact

-  [linkedin.com/in/glhogan](https://www.linkedin.com/in/glhogan)
-  [glhogan85@gmail.com](mailto:glhogan85@gmail.com)
-  Älvsbyn, Norrbotten, Sweden

## Key Achievements

- Reduced CAC by 35% while improving lead-to-SQL accuracy by 40%, increasing pipeline efficiency and deal quality
- Built and scaled Yodo1's global marketing function, aligning publishing, monetization, and IP licensing under a unified go-to-market model
- Launched IPverse as a new category for AI-driven IP licensing, establishing positioning and supporting global rollout
- Built full-funnel attribution (HubSpot, GA4, Looker), enabling visibility from acquisition through to revenue
- Led global product and brand launches, aligning product, sales, and marketing around clear commercial objectives
- Built scalable demand generation systems across content, lifecycle, and website conversion
- Established structured positioning and GTM frameworks to improve cross-functional alignment and scalability

## Core Competencies

- Revenue Marketing & Pipeline Generation
- Go-to-Market Strategy (GTM)
- Conversion Rate Optimisation (CRO)
- Experimentation & Testing
- SEO & AEO Strategy
- Marketing Attribution & Analytics
- AI-Powered Marketing & Automation
- Product-Led Growth
- Cross-Functional Leadership (Sales, Product, Marketing)

## Profile Summary

Independently redefined marketing as a core revenue driver, rebuilding the function and aligning product, GTM, and commercial outcomes across three business units

I build and scale full-funnel systems across acquisition, conversion, and revenue attribution, combining experimentation, AI, and data to drive measurable pipeline impact.

Hands-on across strategy and execution, with a focus on turning complex products into clear positioning, high-performing campaigns, and commercial outcomes.

## Experience

### ● Head of Marketing

*Yodo1 Games — Sweden (Remote)*

Aug 2025 – Present

- Rebuilt Yodo1's marketing function from the ground up, replacing fragmented processes with a unified, revenue-driven operating model across three business units
- Operated with founder-level ownership across strategy, execution, and commercial outcomes
- Built and ran structured experimentation programs across landing pages, messaging, and conversion flows to improve funnel performance
- Led organic demand strategy (SEO, AEO), increasing inbound visibility and qualified lead generation
- Built full-funnel attribution and measurement systems (HubSpot, GA4, Looker), enabling visibility from acquisition to revenue
- Developed AI-powered content and growth workflows (n8n, LLMs), increasing content velocity and inbound pipeline
- Defined positioning and value proposition for IPverse, supporting global go-to-market and adoption
- Led end-to-end product and brand launches, aligning marketing, product, and sales around commercial outcomes
- Built scalable demand generation systems across content, lifecycle, and website conversion
- Reduced CAC by 35% while improving lead quality and funnel efficiency
- Hired and structured a distributed international marketing team, defining roles, workflows, and ownership across product, growth, and communications

### ● Growth Marketing Lead

*Yodo1 Games — Sweden (Remote)*

May 2025 – Aug 2025

- Rebuilt marketing foundations across three business units, establishing positioning, acquisition and lifecycle systems
- Identified gaps across messaging, attribution and funnel design and implemented scalable growth frameworks
- Promoted to Head of Marketing following delivery of transformation

## Global Experience

Led marketing and brand initiatives across Europe, China, North America and Australia

## Industry Experience

SaaS · AI & Automation · Tech · Gaming · Publishing  
IP Licensing · Mobile Apps · Ecommerce · Gambling

## Languages

- English (Native/Fluent)
- Swedish (Intermediate)

## Education

### BA Hons Computer Games Design

University of Huddersfield  
2011 – 2013

### BA Hons Graphic Media Communication

University of Bradford  
2008 – 2011

### Building High-Performance Teams

Project Management Institute  
2025

### Managing Virtual Teams

Project Management Institute  
2025

### Collaborative Leadership

NASBA  
2025

### Ethics in the Age of Generative AI

Project Management Institute  
2025

### Generative AI for Digital Marketers

LinkedIn Learning  
2025

### Strategic Thinking for Growth Marketers

LinkedIn Learning  
2025

### Email Marketing Strategy & Optimization

LinkedIn Learning  
2025

### Senior Global Digital Marketing Manager

*Roboyo — Sweden (Remote)*

2023 – 2025

- Led global marketing strategy across EMEA and North America, driving pipeline generation and supporting revenue growth within an AI and automation SaaS business
- Owned the migration from Zoho CRM to Salesforce Marketing Cloud Account Engagement (Pardot), establishing scalable infrastructure for demand generation and lifecycle management
- Owned marketing operations end-to-end, including processes, automation, and marketing technology stack
- Optimised and streamlined marketing processes across acquisition, lifecycle, and attribution to improve efficiency and scalability
- Positioned complex AI and automation solutions into clear, commercially viable messaging to support enterprise sales
- Owned multi-market acquisition strategy across SEO, paid, and CRM, improving pipeline generation and visibility
- Delivered 15% YoY growth in non-brand organic visibility, increasing inbound demand
- Strengthened CRM and lifecycle architecture to improve lead-to-opportunity conversion
- Built attribution frameworks to support revenue visibility and data-driven decision-making

### Global Digital Marketing Executive

*Roboyo — Sweden (Remote)*

2022 – 2023

- Supported multi-market acquisition strategy across SEO, paid and CRM within a fast-scaling AI and automation business
- Improved attribution modelling and lead tracking to increase visibility and alignment across marketing and sales
- Contributed to SEO strategy, improving organic visibility and search-driven acquisition across key markets.

### Digital Marketing & Design Specialist (Self Employed)

*Equinox Studio — Sweden*

2021 – 2022

- Delivered brand, website and digital growth projects for SMEs, leading positioning, identity and online presence transformation

### Creative Artworker & Marketing Executive

*Rapido Print — United Kingdom*

2018 – 2019

- Led brand and website redesign projects, supporting digital campaigns and ecommerce optimisation across a multi-brand portfolio

### Digital Marketing Coordinator

*Victoria Gate Casino — United Kingdom*

2017 – 2018

- Managed multi-channel campaigns and on-site brand execution within a regulated environment, supporting customer engagement and revenue
- Owned website development, growth and optimisation.

### Digital Marketing Executive & Web Designer

*Salonwear Direct — United Kingdom*

2014 – 2017

- Led mobile-first UX and ecommerce redesign across Magento platform, increasing conversion rates by 300 percent.
- Owned website design, digital campaigns and brand asset development within a fast-growing retail business.