

# SIMON CAWTHORNE MA

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## SENIOR MARKETING PROFESSIONAL

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I am a senior marketer and creative with significant breadth of experience across the heritage and corporate sectors; agency and client-side. A strategic planner with experience of the commercial and creative processes deliver clear, effective marketing: digital, online and traditional.

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### EXPERIENCE MARKETING MANAGER

#### **AF Jones Stone Group, Wallingford. August 2022 – Present.**

One of the most significant stonemasonry companies in England, providing high-end heritage and modern stonemasonry for architects, main contractors and UK heritage institutions. Responsible for marketing initiatives from strategy to implementation: events, digital, hard copy, PR, advertising, and managing external agencies.

- Led website redesign and re-balanced sub-contracting roster against in-house skills, immediately releasing £22,200 before introducing full demand generation initiative.
- Introduced campaign-driven social media presence (LinkedIn & Instagram). 94% increase in followers for Stonemasonry division. Regular post engagement on LinkedIn of 30-40%.
- Established PPC campaign for the Monumental Masonry division - delivering ad conversion-rate of between 1-3 calls per day.
- Developing Heritage Stonemasonry offer, engaging internal stakeholders at Director level for a through-the line assessment of product/service structure, market analysis and marketing operations.

### OWNER/FOUNDER

#### **archiveresearchUK, London. February 2017 - August 2022. (March 2020-July 2021 LOCKDOWN CLOSURE)**

Set up research and interpretation service for academics, authors, UXO/UXB recovery companies, marine salvage companies, and television companies globally. Combined short lead-time projects with long lead UXO projects for balanced cashflow.

- Used highly-targeted PPC to reach academics and authors globally – Acquired 80% online, 20% recommendations resulting. Display ads, remarketing and text ads.
- Ran network of sub-contractors for work on UXO archive work: doubled turnover and enhanced market credibility – invited to pitch for EU commercial projects.
- Multiple book research credits/acknowledgments including – X-Troop (Leah Garrett), Black Watch Snipers (David O'Keefe). Regular research work for the Netflix War Junk series.

### MARKETING DIRECTOR

#### **Online Geek, London. January 2015 - April 2017.**

Digital marketing agency targeting SMEs already experienced in digital. Defined position, offer and branding and core provision. Handled subcontractors, external agencies and management of client accounts.

- Positioned the Geek offer as a straight 20% fee on minimum £1200 p.m. spend for clients – facilitating easy on-boarding and realistic account management with digitally experienced clients.
- Average 6%+ CTR for pressure-buy SME offers.
- Negotiated white-labelled software for call tracking and data analysis for rapid scaling.

### MARKETING MANAGER- EUROPE

#### **ReachLocal Europe, London/Amsterdam. August 2011 - March 2014.**

A Nasdaq listed digital marketing company. Reporting to CEO, set up EU Marketing Department. Recruited staff, mentoring existing international team. Transformed ad hoc, localised efforts into a fully integrated and brand-coherent marketing operation aligned with diverse Country Director stakeholder requirements.

- New Country Market and new product launches across EU (SEO service, Lead Management App).
- Responsible for all Partner Marketing (Google), PR, digital, print, social media initiatives.
- £10k p.m. European online budget for lead nurturing, webinar and social lead gen. 240% Facebook and 300% Twitter engagement uplift in first quarter for UK with a 5 in 10 lead conversion rate per webinar.
- Negotiated £2k spend per Country Director for investment in enterprise CRM software based on Marketing's team's centralised position and head count to operate and deliver.

EXPERIENCE PRODUCER, DIRECTOR, WRITER

**Content production and creative direction, London/Birmingham. 1998 – 2011.**

Creative lead for museum and heritage design agencies, including producing, directing and writing for digital interactives, video, text, display panels, and concept design for design-and-build projects. Also production management, writing, directing and editing corporate video and interactive production for Blue Chip Brands.

- Specialised in iconic and high-profile historical sites in London and internationally.
- Budget development and management for creative content and team sourcing for design & build projects up to £595,000
- Structuring workflows for video and interactives production teams and client buy-in/approvals
- Mentored and developed new industry experience in multi-disciplinary teams for corporate and heritage production – freelance, consultant and intern level.

Selected Projects:

**Heritage and Museums**

Tower Bridge Experience - design and build  
Manchester City FC Experience - video  
Bank of England Museum - video/interactive  
The Somme 90th Anniversary - video  
Southwark Cathedral Exhibition – design & build  
Hayward Gallery (Edward Weston) - video  
Hogarth’s House - hardware and interactives  
The Royal Crescent, Bath - HLF1 consultancy  
The Burren Centre - HLF1 consultancy

**Corporate and Commercial**

Tarmac HBM - video  
Vodafone – web streaming and video  
Shell Renewables (Biomass) – video  
Shell Marketing – global intranet site  
BT Direct Radio – web streaming  
Fluor Daniel – Tjeldbergodden Project – video  
ReachLocal – recruitment video & B2B testimonials  
BP Baku Pipeline Project – video  
Shell – Cetaceans – video (VNR)

LOCATION RESEARCHER

**British Film Commission/Central England Screen Commission, Birmingham. 1996 – 1997.**

EU funded film location survey of Birmingham. Individually recorded over 500 locations of architectural and heritage significance for promotion as film locations globally.

- Negotiated Local Authority and private landlord buy-in for multiple location access.
- Delivered via a bespoke database of pre-assessed data and digital image archive.
- Included canal network, railways and municipal/historic architecture across entire area.

EDUCATION

MA - Culture, Communication & Society. **Goldsmith’s College, University of London.**  
Visiting Lecturer – Art History and Popular Culture. **Wolverhampton University.**  
BA(Hons) - History of Art. **University of East Anglia, Norwich.**

LANGUAGES

English: Native

German: Intermediate German: The World of Work. Issuing authority: The Open University, Credential ID L223\_1<sup>ST</sup> May 2020.

PROFESSIONAL CERTIFICATION

Google Analytics Individual Qualification - Issuing authority: Google. ID 14746047  
Google Ads Display Certification - Issuing authority: Google. ID 43899961  
Google AdWords Search Certification - Issuing authority: Google. ID 42435521  
Google Shopping Ads Certification - Issuing authority: Google. ID 47968926  
GDPR in the office: CPD Certificate

SOFTWARE

Microsoft Office (incl. Excel, PowerPoint, Word), Google Sheets, Google Docs.  
Citrix GoToMeeting, MS Team, Zoom, Skype. Salesforce, simPRO  
Adobe CS - After Effects, Premiere, InDesign, Photoshop, Acrobat, Illustrator, Adobe Director  
Apple Final Cut, Motion, Compressor, Logic Pro, Lightwave3D

INTERESTS

A founding member of the Great War Group.