

Hi, I'm Gavin O'Brien.

Digital Marketing, Content Creator, Copywriter & Author

☎ +34 711 03 22 44 ✉ hello@versemedia.agency 📍 30005, Murcia Spain

↗ [Bold Profile](#)

SUMMARY

Experienced marketing professional seeking 100% remote working opportunities to leverage expertise in digital marketing, content creation, brand management, marketing communications, advertising and campaign management, and copywriting. Proven track record of crafting and executing successful marketing strategies within budget and timeline constraints. Adept at driving market growth and profitability through strategic planning and innovative campaigns. I am skilled in digital marketing, content creation and copywriting, and online/direct mail/print advertising campaigns. I am the author of two books; How 2 Get Fit 4 Later Life and How 2 Vegan 4 Weight Loss testament to my copywriting skills.

Recognised for exceptional communication skills and the ability to influence stakeholders at all levels. A natural leader with a talent for building high-performing teams and optimising campaign performance. Ready to bring in excess of 20 years of experience and a results-driven mindset to deliver exceptional outcomes in any marketing role. Eager to tackle new challenges and contribute to the success of start-ups, SMEs dynamic global organisations in the 100% remote working landscape.

Recently relocated to Murcia, Spain, I am committed to maintaining a 100% (however I'm flexible if the position is within the province of Murcia, Spain) remote working lifestyle while contributing at any level, from junior roles to director positions; be that contract, part-time and full-time and permanent positions to sustain my career choice of a digital nomad.

SKILLS

- Marketing Communications
- Financial Services Expertise
- Customer Engagement & Retention
- Brand & Advertising
- Budgetary Control
- CRM & Database management
- Copywriting
- Strategic Planning
- Rebranding & Repositioning
- Campaign Delivery
- Process Improvement
- Optimising Revenue Streams
- Relationship Building
- Event Planning & Delivery
- Regulatory Compliance
- Content Creation
- Web design
- Facilitating Growth
- Digital Marketing
- Social Media Platforms
- Social Media Marketing
- Marketing campaign management
- Customer Acquisition
- SEO Optimisation
- Marketing campaigns
- Creative Direction
- Project Management
- Advertising Management
- Marketing campaign development
- Staff Management
- Brand Development
- Business Development
- Campaign Management
- Media Buying

EXPERIENCE

Self-Employed

01/2022 - Current

MPT Overnight & World Options *Murcia*

- Led lead generation initiatives targeting UK-based businesses and spearheaded email marketing campaigns to enhance brand visibility for MPT Overnight, a franchise partner of World Options, a global shipping expert.
- Utilised CRM techniques, specifically Hubspot, to effectively nurture leads and streamline key account management processes, resulting in increased profitability for MPT Overnight within the shipping and logistics industry.
- As Business Development Manager at MPT Overnight played a pivotal role in forging strategic partnerships and driving revenue growth through collaboration with World Options Innovative Portal.
- Implemented CRM solutions to optimise sales pipelines, ensuring a continuous flow of at least 150 qualified leads per sales executive, leading to substantial client acquisitions for MPT Overnight, a franchise partner of World Options, a global shipping and logistics leader.

Self-Employed

01/2022 - Current

Verse Media Agency *Murcia*

- Established Verse Media Agency as a freelance digital marketer and content creator, catering to diverse clientele including Neonail UK, a prominent brand in nail polish and nail care products, MP Transport (sister company of MPT Overnight), a renowned UK shipping and courier service, and TOKIO Store, a luxury boutique in Murcia.
- Delivered compelling content and marketing strategies for these clients, leveraging expertise in digital marketing, marketing communications, copywriting, and content creation. Additionally, managed online presence and content creation for a personal training business.
- Developed content strategies for digital campaigns and initiatives.
- Created engaging, brand-relevant content for social media channels.
- Conducted keyword research and incorporated SEO into content creation.
- Composed copy for email newsletters, blog posts, press releases, product descriptions.
- Evaluated competitor websites and social media accounts regularly and identified areas where improvements could be made.
- Posted useful, creative and timely content on social media, blog and website.

Self-Employed

01/2016 - Current

Personal Trainer *Brighton, UK & Murcia, Spain*

- Proven copywriter; wrote, designed, and published my first two books on Amazon in July 2020 during the first COVID-19 lockdown; How 2 Get Fit 4 Later Life, to date, has sold nearly 1,500 copies, and my second book; How 2 Go Vegan 4 Weight Loss.
- As a certificated personal trainer, I utilised all marketing skills; website, blogs, social media and lead generation to build a large client based, Boot Camp Training Classes and Older Adults Fitness Class in Brighton, UK.
- Relocated to Spain in January 2022 to realise my dream; to live and love life as a digital nomad working remotely. To sustain my digital nomad dream, I currently work three careers; as a freelance digital marketer and content creator, as a self-employed online personal trainer, and business development manager targeting UK businesses.
*Targeting clients both in Spain and the UK. I believe this demonstrates my ability to adapt and relish new challenges, and learn new skills, and my incredibly strong work ethic.
- Developed personalised fitness programs for clients based on their individual goals and

- needs.
- Conducted assessments using the UK standard PARQ form to evaluate clients' current physical condition, strength, flexibility, and body composition.
- Provided instructions in proper form, technique, and safety when performing exercises.
- Monitored progress of clients during workouts and provided feedback and encouragement.
- Created nutritional plans that support overall health goals of clients.
- Organised group classes for small groups or large groups depending on client's preferences; 4 weekly older adults classes and 2 weekly bootcamp classes.

Marketing Director

01/2013 - 01/2016

Avantis Wealth Brighton UK

- Initiated marketing strategy which increased client base from 60 to circa 400 and generated sales income of £4.2 million in the year ending 31st March 2016, against marketing budget of £160,000
- Developed and initiated the reinvestment and referral rewards program which achieved a reinvestment value of £1 million in the first 12 months, representing retention above 90%
- Successfully launched the Plutus Portfolio within 3 months and generated £750,000 of new investment representing sales income of £112,500 against a marketing launch budget of £15,000
- Initiated and developed a comprehensive marketing communications plan for Avantis Wealth, central to which was the monthly FRESH Investment e-newsletter and the printed flagship publication – Astute Investor Magazine, features writer, content curator and project manager from design concept to print and distribution.
- Responsible for company rebranding; developing and repositioning around the strapline 'High Return Alternative Investments'
- Driving digital campaign management and development through the effective identification and exploitation of new marketing opportunities i.e

Marketing & Public Relations Manager

01/2012 - 01/2013

The Fair Trade Practice

- Joined this financial claims specialist on a one-year maternity cover contract with responsibility for a high volume of event planning and management, website development, branding, and digital communications
- Delivered fresh insight and innovative solutions to many areas of the marketing and PR function including delivery of a digital communications strategy to increase automation and improve the effectiveness of the company's primary sales funnel the 'refer a friend' scheme.
- Created content for press releases, articles, newsletters and other marketing materials.
- Developed and implemented public relations strategies to promote company's image and services.

Co-Owner & Director

01/2008 - 01/2011

Ark Surgical

- Accomplished the successful market introduction of a specialised surgical retractor system to the UK veterinary sector, achieving remarkable sales figures of 400 units and generating £30,000 in revenue within the inaugural year.
- Co-founded a pioneering venture in partnership with a colleague to establish a novel distribution channel for medical equipment, representing esteemed brands to penetrate

the veterinary market. Secured prominent clientele including Edinburgh Zoo and attained preferred supplier status with Pets At Home/Companion Care, a leading UK pet care chain, within the initial trading year.

- Played a pivotal role in carving out a distinct market presence for these products, assuming sole accountability for all facets of marketing strategy execution. Led initiatives encompassing branding, website content development, advertising, and digital and email marketing campaigns to bolster market penetration and drive sales growth.

Channel Marketing Manager

01/2006 - 01/2007

Insight Investment

specialised results within a tight 12-week timeframe. Orchestrated a successful institutional and retail trade press advertising campaign across diverse asset classes, ensuring on-time delivery and adherence to budget constraints.

- Transitioned seamlessly from Brand & Advertising Manager to Channel Marketing Manager post-restructuring, demonstrating adaptability and agility in navigating organisational changes. Led the development and execution of impactful campaigns targeting major client groups across the UK and Europe, spanning equities, fixed income, and property.
- Managed a substantial media budget of £500,000, directing efforts towards brand enhancement through strategic collaborations with media and creative agencies. Leveraged expertise in copywriting and content creation to produce compelling materials for various asset classes, while also driving lead-generation initiatives and optimising advertising campaigns across digital, print, and other platforms.

Marketing Communications Manager

01/2000 - 01/2006

Morley Fund Management (Aviva Investors)

- Orchestrated the successful launch of Morley Fund Management as the Institutional Asset Management arm of CGNU (later Aviva) on November 1st, 2000 after providing a comprehensive creative agency briefing in August. Ensured seamless rebranding rollout to 550 personnel across London, Tokyo, and Singapore offices by January 1st, 2001, adhering strictly to budget and timeline constraints.
- Led revitalisation efforts for advertising campaigns across UK national and institutional press both print and digital, managing a media budget of £500,000. Demonstrated adept campaign planning and control skills across diverse asset classes in the institutional channel spanning equities, fixed income, property, and socially responsible investment in both UK and European markets.
- Spearheaded event planning and execution, including the design of custom exhibition stands for high-profile conferences such as NAPF and CIPFA. Managed a BAU media budget of £250,000 while crafting impactful 'key message' briefs for media and creative agencies, collaborating closely with product specialists and fund management teams to develop compelling content for various asset classes.

Marketing Manager

01/1993 - 01/2000

Lazard Asset Management

- Launched new ISA product into the IFA market in April 1999, driving substantial inflows into unit trust range.
- Managed creation and upkeep of marketing collateral for retail, institutional, and discretionary fund management sectors.
- Transitioned from Fund Accountants Administrator to Sales Support Manager through demonstrated expertise and performance.

**EDUCATION AND
TRAINING**

L3 Diploma Gym Instructing & Personal Training
YMCAfit, London

01/2016

Personal Training Certificate, Level 3

- Top of class achievement among 27 students, demonstrating dedication and proficiency.
- Completed training at the UK's premier fitness education provider, renowned for its comprehensive approach to professional development.
- Attained certification from YMCAfit, the leading charity organisation prioritising long-term career readiness and client-centered fitness education.
- Equipped with the skills and knowledge to excel as a fitness professional, committed to transforming lives and fostering community well-being.

Exercise for Older Adults Course, YMCAfit

- Acquired specialised training in adapting exercise programs for older adults. Expanded client base potential and income opportunities by catering to the growing demand for tailored exercise classes for seniors.
- Inspired by this course, authored and published "How 2 Get Fit 4 Later Life," a comprehensive exercise and nutrition guide for individuals aged 60 and above.

Certificate in Marketing

01/1996

The Chartered Institute of Marketing, London

CIM Certificate in Marketing

- Completed rigorous professional training program offered by the Charter Institute of Marketing (CIM), renowned for its industry-leading Marketing, Digital Marketing, and Sustainable Marketing qualifications.
- Equipped with essential skills and knowledge essential for success in the marketing industry, validated by attainment of CIM Marketing Certificate; achieved the following grades: Economics - A, Business Law - B, Fundamentals of Marketing - B, Principles & Practices of Selling - B.

Registered Representatives

01/1991

The London Stock Exchange, London

Personal Training Certificate, Level 3

- Top of class achievement among 27 students, demonstrating dedication and proficiency.
- Completed training at the UK's premier fitness education provider, renowned for its comprehensive approach to professional development.
- Attained certification from YMCAfit, the leading charity organisation prioritising long-term career readiness and client-centered fitness education.
- Equipped with the skills and knowledge to excel as a fitness professional, committed to transforming lives and fostering community well-being.

Exercise for Older Adults Course, YMCAfit

- Acquired specialised training in adapting exercise programs for older adults. Expanded client base potential and income opportunities by catering to the growing demand for tailored exercise classes for seniors.
- Inspired by this course, authored and published "How 2 Get Fit 4 Later Life," a comprehensive exercise and nutrition guide for individuals aged 60 and above.

BTEC Diploma in Science

01/1985

Sussex College

LazardrevitalisationOptimisationOptimisingadult's

- Acquired specialised training in adapting exercise programs for older adultss. Expanded client base potential and income opportunities by catering to the growing demand for tailored exercise classes for seniors. YMCAfitadults

IT SKILLS

Proficient in all MS Office applications, Dotmailer, Campaign Master, Email Blaster Constant Contact, Hubspot, Motion and Active Campaign.



HOBBIES AND INTERESTS

Travel, Cycling, Swimming, HIIT, Maritime History and Ancient History

ACTIVITIES AND HONORS

- Fitness: Enthusiastic about maintaining a healthy lifestyle through swimming, cycling, HIIT, and weight training.
- History: Passionate about ancient history, having visited major historical sites in Athens, Rome, Luxor, Cairo, Ephesus, Pompeii, Herculaneum, Paestum, Cartagena, and Merida.
- Ocean Liners: Intrigued by the history of ocean liners, with a collection of over 1,500 postcards related to the subject.
- Travel and Theatre: Enjoy exploring new destinations and experiencing diverse cultures. Appreciate the arts, particularly theatre and museums.
- Culinary Exploration: Currently teaching myself how to cook and prepare local dishes unique to Murcia, combining a love for travel with a passion for cooking.

LANGUAGES

English:	C1	Spanish:	A1
			
Advanced (C1)		Beginner	

ACCOMPLISHMENTS

- Served as Vice President and President of Sussex College's Students Union, demonstrating leadership and advocacy skills.
- Actively engaged in political activism, including membership with Stonewall UK to champion equal rights for the LGBT community.
- Elected as a Councillor for the London Borough of Southwark in 2002, leading the council as part of a minority administration for four years.
- Authored and published two successful books, "How 2 Get Fit 4 Later Life" and "How 2 Go Vegan 4 Weight Loss," selling nearly 1,500 copies through various channels, including Amazon, Facebook campaigns, and personal website.

WEBSITES, PORTFOLIOS, PROFILES

- <https://www.versemedia.agency/>
- <https://www.facebook.com/Gav57Murcia/>
- <https://www.gavobrienfitness.online/>
- <https://www.facebook.com/Gav57>