



The Marketing Bloke

Digital Marketing Portfolio

About Me - Key Highlights

I began my career in sales and marketing with a fast-growing business before moving into agency life, where I supported clients across a wide range of sectors – from strategy through to full campaign delivery. Over the years, I've worked alongside business owners, sales teams, and in-house marketers to help them sharpen their message, choose the right channels, and turn interest into measurable action.

Most recently, I was Head of Marketing for a £50m+ technology company. While the role was rewarding, I chose to step back to regain flexibility and return to the part of marketing I enjoy most – bringing creativity, clarity, and impact to organisations that want to elevate their brand and results.

With experience on both the agency and client side, I understand the challenges that teams face and know how to navigate them with practical solutions that work.

Core Skills

- Go-to-Market Strategy & Campaign Management
- Creative Thinking & Campaign Execution
- Copywriting & Content Development
- Sales Materials (Presentations & Documentation)
- Web & Design
- Digital Marketing & Social Media
- Public Speaking & Thought Leadership
- Experience in Company Acquisitions & Mergers

Presentations

A great presentation does more than share information – it creates impact, leaves the right impression, and ensures your message lands with clarity.

I design and develop presentations that balance strong visuals with compelling storytelling, so your audience not only understands your message but remembers it. From sleek corporate decks to creative, high-energy slides, I tailor the approach to match your audience and objectives.

Whether it's for a client pitch, an internal update, or a keynote on stage, I can help you deliver presentations that engage, persuade, and inspire confidence.

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Content (White Papers & Guides etc)

Content is at the heart of effective marketing – but it only works if it speaks the audience’s language. I create blogs, whitepapers, case studies, and website content designed to resonate, inform, and inspire action.

Every piece is built with the reader in mind, whether the goal is to educate, demonstrate expertise, or guide them towards the next step in their journey. From shaping the narrative to refining the tone, I ensure the message is clear, consistent, and aligned with your brand.

Whether it's long-form thought leadership or concise, conversion-focused copy, I can deliver content that connects and adds real value.



Events

Whether you're planning a relaxed roundtable for valued clients, an inspiring event for your team, or a large-scale showcase for the wider industry, I can help bring your ideas to life.

I've delivered all of these – including some of the most memorable events in the IT sector – and know exactly what it takes to make yours stand out.

And it's not just about the day itself. From promotion and agenda planning to curating engaging content, securing the right speakers, and ensuring a strong follow-up afterwards, I'll support you every step of the way.



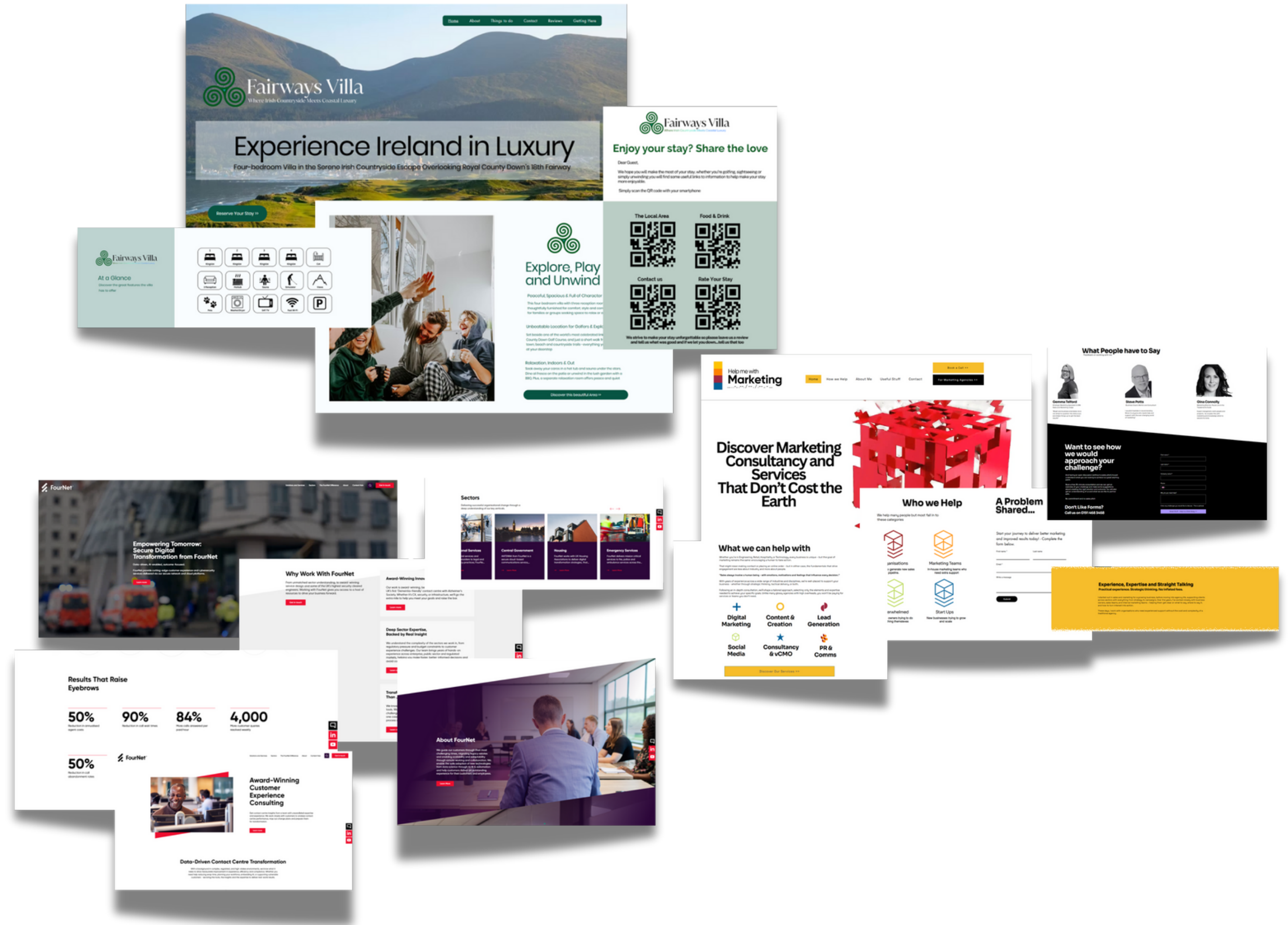
Website

Your website is your shop window – the first impression that draws people in and invites them to explore.

Too often, though, websites miss the mark. They don't guide visitors on a clear journey, or they fail to capture attention with the right messages and calls to action at the right time.

That's where I can help. Whether it's designing a visually engaging site, boosting conversions and engagement, or fine-tuning copy, SEO, and functionality, I bring the skills to make your website work harder for your business.

Most of my experience has been with WordPress and Wix, but I've also worked across a range of CMS platforms – and they're more alike than you might think.



Copywriting

Great copy has the power to connect, persuade, and inspire action – whatever the platform. From detailed guides and reports to punchy website copy and engaging social content, I can adapt tone and style to suit your audience and goals.

It's about more than just words on a page. Effective copy needs to tell a story, highlight value, and guide readers naturally towards the next step – whether that's learning more, signing up, or making a purchase.

With experience writing across multiple formats and channels, I bring consistency and clarity to every piece of content, ensuring your message cuts through and leaves a lasting impression.

Zero Trust – The Influence of AI and Cyber Risks on Elections

Cybersecurity Government Security Technology

As we approach the final stages of the UK Election and the dramatic US elections fast approaches, the intersection of cyber risks and artificial intelligence (AI) technologies are reshaping electoral integrity. These risks are presenting new challenges to democratic processes and what we as voters need to be mindful of to ensure that we get clarity and the truth to make informed decisions.

In this blog post, we share some of the key cybersecurity risks to general elections and insights into how to navigate election disinformation and risk.

AI-Driven Disinformation

AI, including large language models and deepfakes, facilitates the creation of realistic fake content, misleading voters and spreading false narratives. A recent report indicates that major AI chatbots, like ChatGPT and Microsoft's Copilot, are disseminating incorrect voting information across Europe, potentially compromising election integrity.

Not all polls and surveys are created equal. Check the methodology and source of any polling information before taking it on face value. Reliable polls will provide details on how data was collected and analysed.

Cybersecurity Threats

Election systems face sophisticated cyber risks, including hacking, voter database manipulation, and ransomware. The UK Cyber Security Agency has highlighted AI's growing threat to the upcoming general election. AI enhances phishing attacks and creates more believable fake news, which complicates truth verification for voters.

Election Interference Tactics

State-sponsored and criminal actors exploit AI and cyber vulnerabilities for election interference. Personalised disinformation campaigns, using spear phishing and social engineering, aim to create discord, suppress votes, and undermine electoral confidence.

How to Mitigate Election Risk

Elections are a critical time for any democracy, and ensuring their integrity is paramount. In the UK, mitigating cyber risks around elections requires a proactive and multi-faceted approach. Here are some practical tips to help you navigate these risks:

Protect Personal Information

At the time of elections, phishing for information can increase. Be mindful of phishing attempts that seek to steal your personal information. Avoid clicking on suspicious links or downloading attachments from unknown sources. Use strong, unique passwords for your online accounts and enable multi-factor authentication where possible.

Use Secure Communication Channels

If you're discussing sensitive election information, use secure communication channels. Apps that offer end-to-end encryption, like Signal or WhatsApp, are safer options for private conversations. Taking these precaution steps can significantly reduce the risk of being deceived by disinformation.

Conclusion

AI and cyber risks present significant challenges to the integrity of elections. It is crucial for the digital era. Truth is key. Stay Active. Stay Informed. Stay Safe. If you are worried about your network, talk with us.



What is Vulnerability?

A vulnerable customer is someone who, due to their personal circumstances, is especially susceptible to harm.

In the UK, 24% of people are experiencing some form of financial vulnerability. This risk is increased by characteristics of vulnerability related to 4 key drivers:

Health – health conditions or illnesses that affect ability to carry out day-to-day tasks

Life events – life events such as bereavement, job loss or relationship breakdown

Resilience – low ability to withstand financial or emotional shocks

Capability – low knowledge of financial matters or low confidence in managing money (financial capability). Low capability in other relevant areas such as literacy or digital skills

Health	Life Events	Resilience	Capability
Physical disability	Caring responsibilities	Low or erratic income	Low knowledge or confidence in managing financial matters
Severe or long-term illness	Bereavement	Over-indebtedness	Poor literacy or numeracy skills
Hearing or visual impairments	Income shock	Low savings	Low English language skills
Poor mental health	Relationship breakdown	Low emotional resilience	Poor or non-existent digital skills
Low mental capacity or cognitive impairment	Having non-standard requirements such as ex-offenders, care leavers, refugees	Lack of support structure	Learning impairments

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Get in touch

NIS & NIS2 A Guide for Senior Management and Directors

Compliance with NIS2 is not only a legal obligation but also a critical component of risk management. Failing to comply could expose your organisation to severe financial penalties (fines of up to €15 million), reputation damage, and even the imprisonment of directors.

Ensure your company is prepared and protected by catching up on this important webinar.

Learn more

Home > Content Hub > NIS/NIS2 – A Guide for Senior Management and Directors



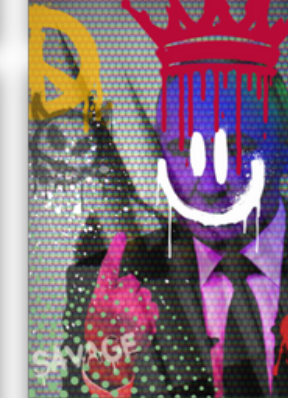
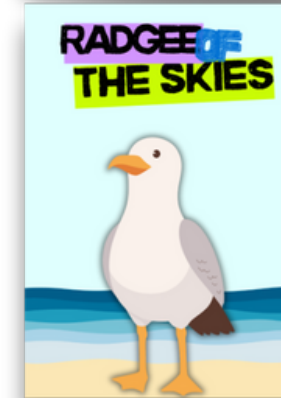
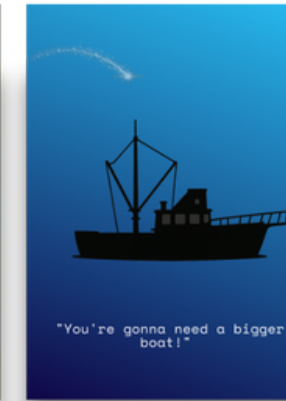
Design

Design is all about making ideas stand out – whether that's through sleek presentations, eye-catching infographics, memorable logos, bold banners, or striking posters. I love bringing creativity to each project, tailoring visuals to capture attention and communicate clearly.

But for me, design isn't only about work. I genuinely enjoy creating for fun too, and many of those personal projects have gone on to become pieces I've sold. That passion for experimenting and exploring new ideas feeds into my professional work, giving every design a fresh, original touch.

From polished corporate materials to creative visuals that spark conversation, I can help bring your brand and message to life.

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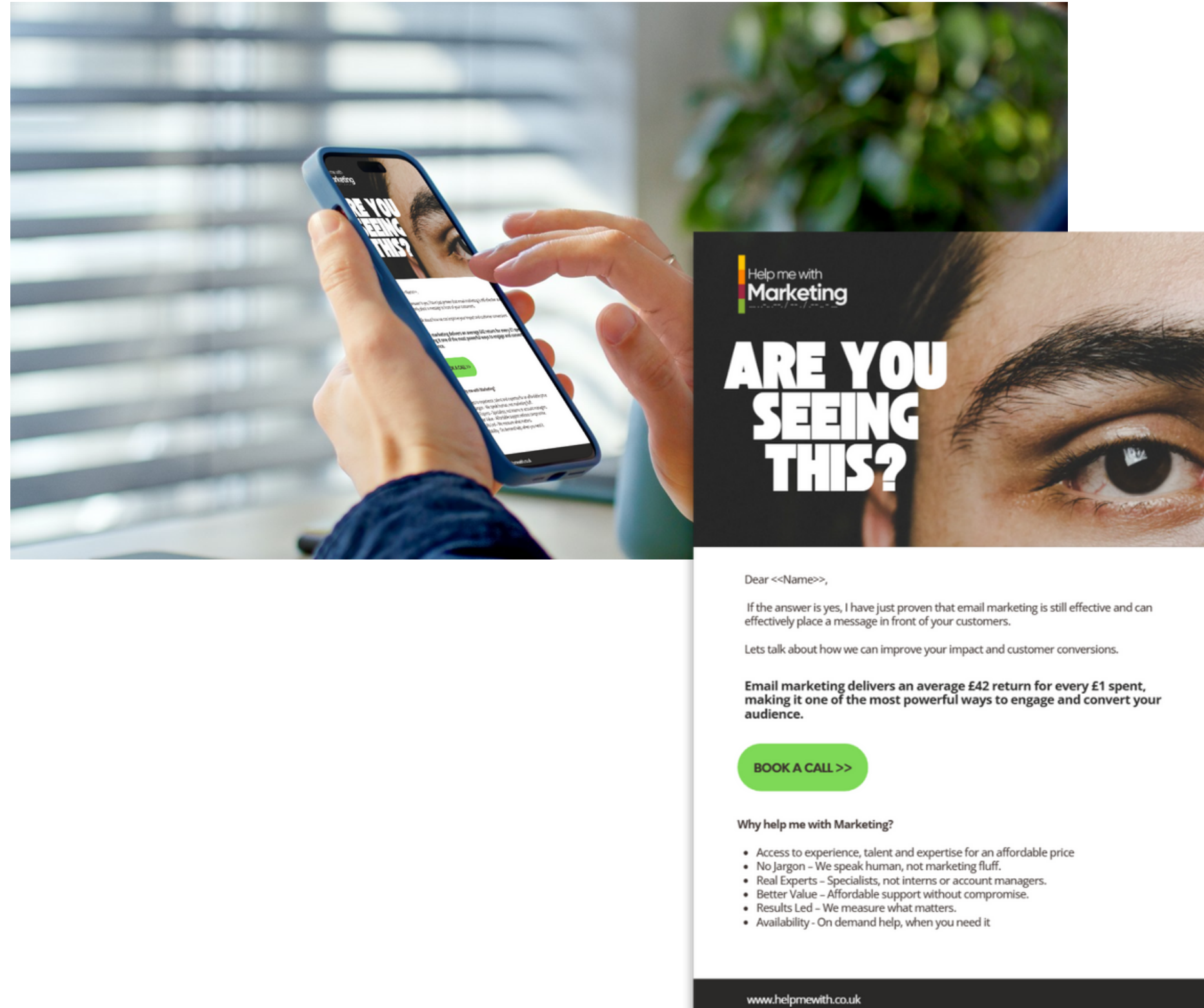


Email & Comms

Email remains one of the most powerful ways to connect with your audience – when it's done right. From tactical campaigns with supporting content to longer-term nurture programs, I design communications that resonate with people at every stage of the buyer's journey.

It's about more than just sending messages. The right cadence, tone, and structure can build trust, spark interest, and guide prospects from awareness through to decision-making, keeping you front of mind throughout.

With experience crafting everything from one-off campaigns to ongoing engagement strategies, I can help ensure your emails and comms cut through the noise and deliver real results.

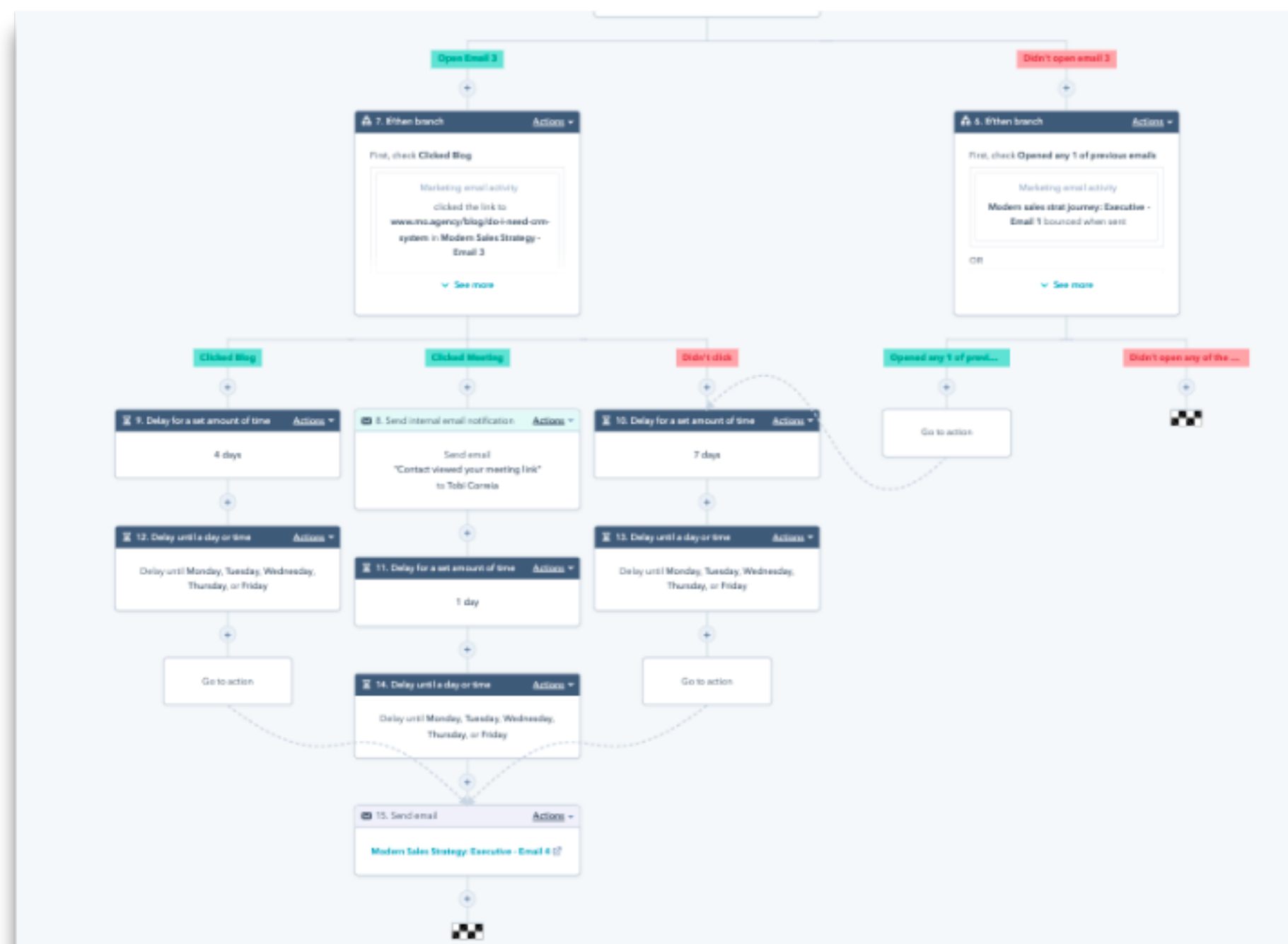


ABM - Marketing Automation

Account-Based Marketing and automation can transform how you engage with prospects and customers – but only when the strategy and execution align. I have experience in developing and implementing automated nurture flows that keep leads warm, drive engagement, and support meaningful conversations at every stage of the buying journey.

Using tools such as HubSpot, I've built campaigns that integrate lead scoring techniques, helping to identify the right prospects at the right time and move them smoothly through the funnel. From early awareness to decision-ready leads, I know how to align messaging and tactics with the buying stages to maximise impact.

Whether it's creating tailored journeys for key accounts or scaling nurture programmes across wider audiences, I can help ensure your ABM and automation deliver measurable results.

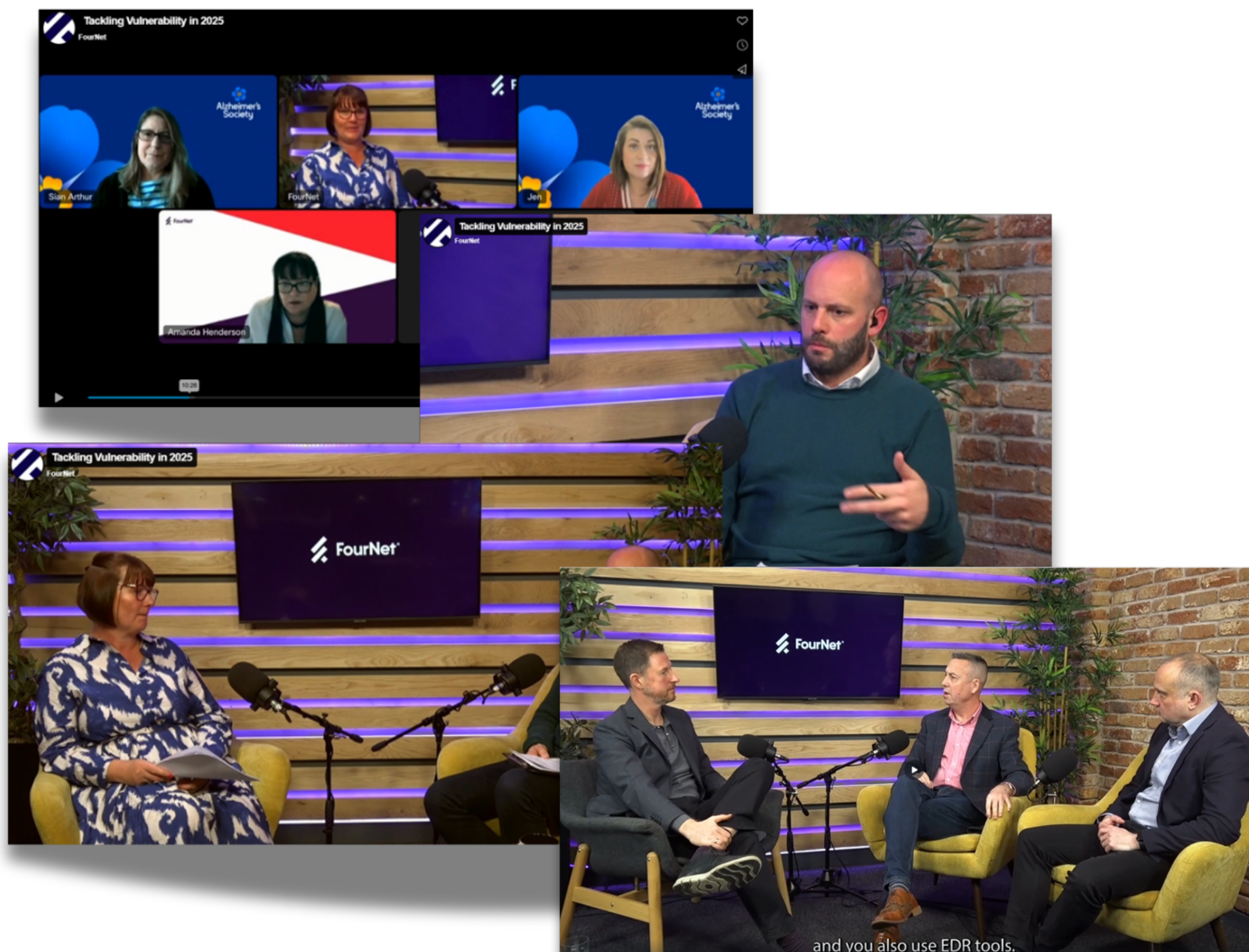


Podcast, Webinar and Video

Podcasts and video are some of the most engaging ways to share your story, and I can support at every stage – from planning and scripting through to coordinating recordings, whether that's remotely or in a professional studio.

My skills don't stop once the recording is finished. I can edit and repurpose video content to create additional assets – from short clips for social to supporting promotional materials – ensuring you get maximum value from your investment.

Whether it's a polished podcast series or a video campaign that drives awareness, I'll help you produce content that connects with your audience and amplifies your message.

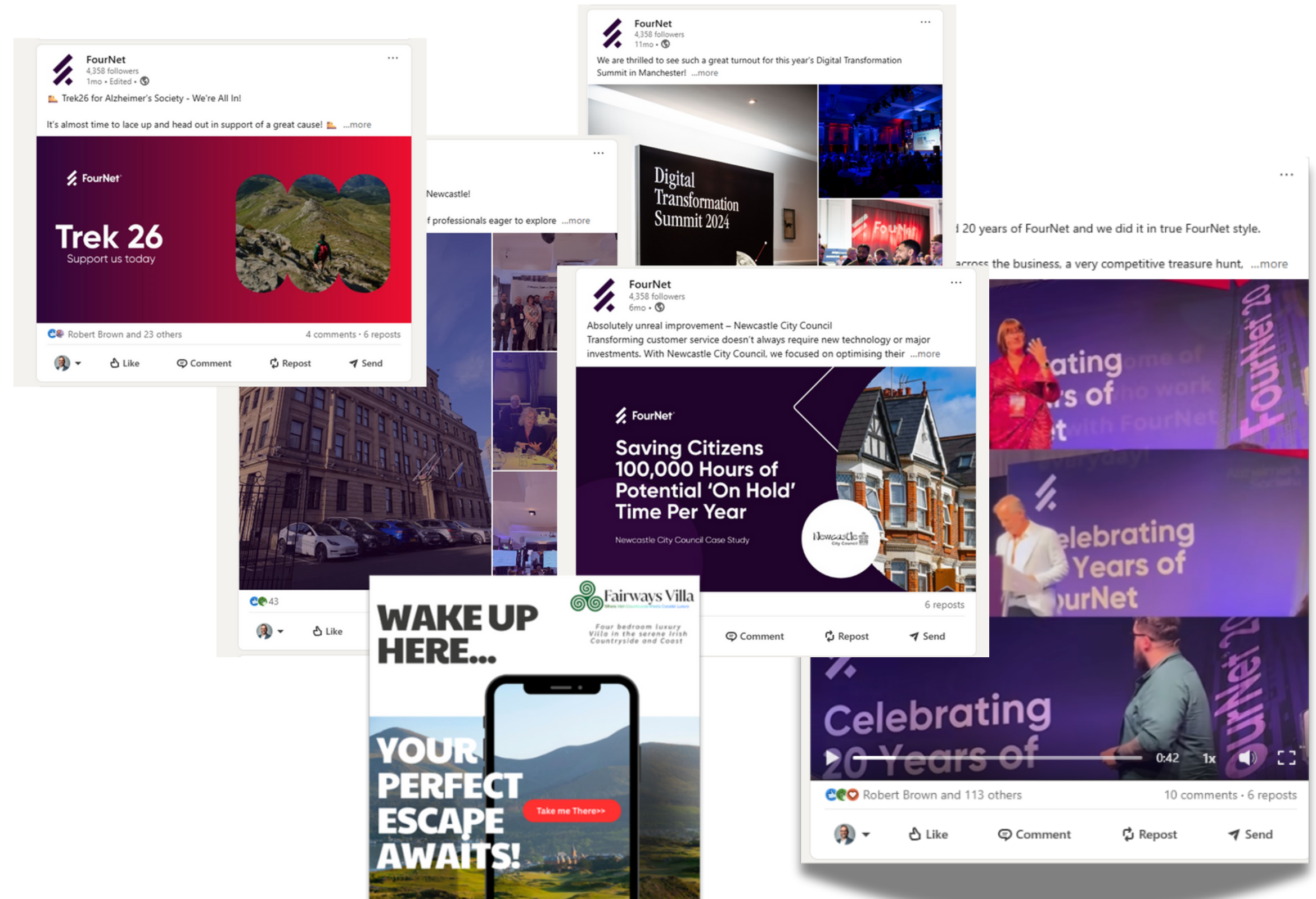


Social Media

Social media is more than just posting updates – it's about creating content that resonates, building a strategy that aligns with your goals, and using the right tactics to drive engagement. I can manage the full process, from planning and content creation to design and execution, ensuring everything works together to make an impact.

With experience producing a wide range of assets – from eye-catching graphics and videos to copy that sparks conversation – I know how to tailor content to different platforms and audiences.

Whether you need a cohesive strategy, a stream of engaging posts, or bespoke visuals to bring your brand to life, I can deliver end-to-end social media support that gets results.



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Let Me
Help
You

Thank you for looking at my work and hope to hear from you