

LAWRENCE LADOMERY

I am a seasoned marketing professional working across strategy and execution, with strong management, creative and technical skills.



Melbourne, Australia

lawrence@ladomery.com

lawrence.ladomery.com

linkedin.com/in/lawrenceladomery



SKILLS

✓ Marketing

Product Marketing with a focus on B2B tech, and experience across brand, content, SEO, data, email marketing, and partnerships.

✓ Management & Ops

Managing digital projects big and small, BAU work pipelines, and the teams that support them.

✓ Technical & Platforms

Over 20 years of experience building websites, and applications, implementing CRM, and executing data-driven campaigns using marketing automation platforms.

✓ Design & Build

Hands-on the tools to design and build websites and assets using WordPress, Photoshop, Canva, and a number of other design and no-code tools.

WORK CONTEXT

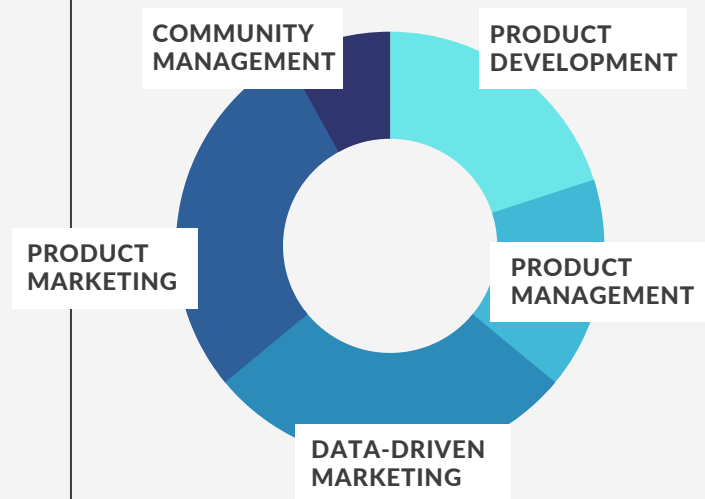


EDUCATION

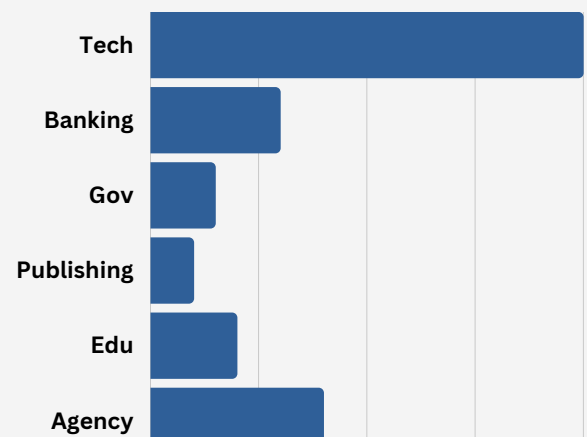
University of Wales Cardiff

B.Sc. Architecture
Welsh School of Architecture
UK

ROLE TYPES



INDUSTRIES



WORK RECORD

Jan '16 - CURRENT
FREELANCE

Marketing Consultant

✓ Consulting with SMEs and agencies on strategy, operations and execution.

Jan '22 - Aug '22
TECH

Marketing Manager - Convesio

✓ Established the Marketing function, lead a team of 5 and member of leadership team

Sep '17 - Oct '19
TECH

Marketing Manager - Network Dynamics

✓ As the first non-technical hire I was responsible for setting up and driving the marketing function

Mar '15 - Dec '19
AGENCY

Strategic Digital Manager - iGoDirect

✓ Established the agency's digital operations capability working with clients such as ANZ, APT Touring, Jemena, Haymes Paint and Latitude Finance

Jun '11 - Feb '15
SOFTWARE

Digital Marketing Lead - QSR International

✓ Manage the company's digital marketing efforts and lead the implementation of marketing automation capabilities

Aug '10 - May '11
AGENCY

Digital Producer - Grey

✓ Produced digital work for TAC, Leggo's, John West, and WorkSafe Victoria

Mar '09 - Aug '10
GOVERNMENT

Web Adviser - Department of Justice, Victoria

✓ Managed the Gambling Licence's Review's digital products leading to the 2010 gaming licences auction

INTERNATIONAL EXPERIENCE - UK & ITALY

Internet Adviser - European Bank for Reconstruction & Dev.

Group Web Manager - BPP Professional Education

Founder / Product Manager - cityapartments.it

Community Manager - Multex Investor Europe

Senior Community Manager - FortuneCity Ltd

Web Producer - Net Resources International