

Dax Patel

PERFORMANCE MARKETING & GROWTH STRATEGY LEADER

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ABOUT ME

- Seasoned Strategic Growth Expert with over two decades in B2B SaaS, skilled in EMEA/North American markets.
- Specialises in demand generation, cost-efficient media strategies (Google Ads, LinkedIn Ads, Facebook Ads), and aligning marketing with financial objectives.
- Keen to leverage my expertise in enhancing ROAS, reducing CAC, and boosting conversions to contribute to your team's success.

WORK EXPERIENCE

Superb Digital | Bristol Jul 2023 - Feb 2024

Head of Paid Media

- ROAS Optimisation: Improved performance from 5.2× to 11.6× within two months via full Google Ads restructure and disciplined testing.
- Process Automation: Implemented pacing and reporting automation, cutting manual optimisation time by 21%.
- Cross-Team Alignment: Partnered with CRO and creative pods to link ad engagement with post-click conversion lift.
- Testing Framework: Launched an agency-wide experimentation roadmap with formalised testing and performance reviews.

Freelance | Bristol Jun 2022 - Jun 2023

Digital Marketing Consultant

- Lead Generation: Increased qualified inbound leads by 37% through SEO and content-driven funnel optimisation.
- Attribution Insight: Improved campaign-to-pipeline tracking by 28% using advanced analytics integration.
- Client Enablement: Trained client teams to interpret analytics dashboards (e.g., Google Analytics, Tableau) and make data-informed decisions.
- Growth Advisory: Supported founders with GTM sequencing, pricing strategy, and partner co-marketing activation.

Modern | Bristol Jan 2019 - May 2022

Head of Digital

- Conversion Impact: Delivered +57% conversions and +90% CVR in Hyland's U.S. market while maintaining CAC guardrails.
- Budget Control: Managed £14M media portfolio with +23% allocation efficiency and -16% overspend reduction.
- Team Leadership: Built and mentored a 7-person growth organisation covering SEO, PPC, Data, and UX disciplines.
- Demand Engine: Rolled out SiriusDecisions-aligned global framework integrating KPIs, budgets, and real-time tracking.

Vodafone Global Enterprise | Budapest Apr 2014 - Dec 2018

Digital Campaign & SEO Manager

- Cost Reduction: Reduced global CPL by 27% through keyword governance, CRO experimentation, and audience refinement.
- Data Accuracy: Improved media allocation precision by 22% via Salesforce-to-Ads offline conversion sync.
- Regional Collaboration: Drove consistency across 20+ markets by coordinating regional marketing and finance functions.
- Governance Rhythm: Introduced quarterly forecasting cadence and live dashboards for proactive budget control.

EDUCATION

Utkal University | India 1998

Bachelor of Commerce

SKILLS

Strategic Thinking	Web Analytics
Critical Thinking	SEO Optimization
Time Management	Problem-Solving
Collaboration	Leadership
Performance Marketing	Paid Media Management

COURSES

- Google Ads Certification
- Eloqua B2B Masters
- PRINCE2 Foundation
- Conversational Marketing Certified (Drift)

HOBBIES

Generative AI,Process Automation,Psychology,Meditation,Technology,Film