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# ROD RICHMOND

Chief Marketing Officer

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## SUMMARY

14 years marketing and start up experience. Founded and exited a boutique digital marketing agency and for the last 3 years I've worked with startups and scale ups as a fractional and, most recently, full time Chief Marketing Officer.

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## EXPERIENCE

Jul 2021 -  
May 2023

### **Chief Marketing Officer** **elmo**

elmodrive.com

- First senior hire, 2nd overall, following 18 months of consulting.
- Worked closely with the 2 co-founders in scaling the brand to 40 employees, 7-figure MRR, acquisition and integration within Constellation Automotive Group (10k employees, owner of cinch & webuyanycar brands) and EBITDA profitability.
- Overseeing all marketing activity (on and offline) and a seven figure annual marketing budget, to meet our aggressive growth targets via an effective marketing funnel, pre and post acquisition.
- Hiring and training a team of 5 full time marketers, 2 agencies and multiple freelancers.

Apr 2020 -  
Jul 2021

### **Fractional CMO**

- Helping startups and scale ups (seed through series B funding stages) across various industries on all aspects of their marketing strategy.
- Working alongside some of the leading UK and US VC firms performing full scale marketing due diligence for their existing and potential portfolio companies.
- Brands include ember.co, joshin.com, ourbranch.com, weezy.co.uk (acq.) and elmodrive.com (leading to my next role).

Oct 2020 -  
Dec 2020

### **Guest Lecturer** **AMOS Sport Management School**

amos-business-school.eu

Designed and delivered a 6-week comprehensive course covering all aspects of digital marketing for 250 undergraduate students from AMOS Sports Business School campuses across France.

Jul 2012 -  
Apr 2020

## Founder & Head of Strategy

### Clean Digital

cleandigital.co.uk

- Founded Clean Digital (a specialist paid advertising agency) in the summer of 2012.
- Responsible for all commercial aspects of the business; sourcing all new clients, working with our larger clients on advertising strategy, maintaining a healthy sales pipeline and executing all business development activity.
- Constantly monitoring and adjusting our service offering to stay on the cutting edge of technology and channels available throughout the industry.
- Scaled to 10 full-time employees and won contracts with brands such as BrewDog, lastminute.com and Morph Costumes
- Won various industry awards (including 2 wins at the UK Search Awards in 2018).
- Successfully exited the company in Q1 2020.

Jan 2012 -  
Jul 2012

## Web Design and Development Strategist

### Freelance

- Freelance project manager responsible for the design and development of client websites, from inception to launch.
- Alongside launching the paid advertising department for a local marketing agency in Columbus, Ohio.

Dec 2009 -  
Dec 2011

## Digital Account Manager

### Digitas LBi

digitas.com

- Formerly bigmouthmedia. Started in paid search team, before moving into a cross digital (PPC and SEO) account manager role working with brands like Saxobank, Betfair and British Airways.

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## SPEAKING & PUBLICATIONS

### Econsultancy Paid Search Best Practice Guide (2020)

Lead contributor and author

### Econsultancy Paid Search Best Practice Guide (2023)

Contributor (Paid Search & SEO Chapter)

### Hero Conf

6 x speaker (London, Philadelphia, Austin)

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## SKILLS

- Digital Marketing
- Business Strategy
- B2B Sales
- Analytics and Statistical Analysis
- Agency Procurement
- Talent Sourcing & Development

## EDUCATION

### University of Edinburgh

2005-2009

- BA (Hons) Business Studies

## CONTACT



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