



Ben Holst - CV

Address: Flat 8 Grosvenor Mansions, Hove, BN3 2RX **Email:** ben@holstltd.com
Phone: 07985937877 **Date of Birth:** 29/03/75

Freelance marketing consultant with a background in engineering and a wealth of experience delivering creative communications from both client and agency perspectives.

Skills

- Marketing management
 - Strategy and budget definition
 - Campaign management and tracking
 - Team and agency management
- Digital marketing
 - Strategy
 - Website management, content and SEO (EPIserver, Kentico and WordPress)
 - Email, SMM, PPC and CRM integration
 - Google; Analytics, Adwords, Webmaster Tools, Tag Manager, Trends, Sites
- Engineering
 - Qualified automotive engineer with 9 years of auto industry experience
 - Technical copywriting
- Creative agency management
 - Account and project management
 - Brand definition
- Video production
 - Requirements definition
 - Screenwriting
 - Storyboarding
 - Directing and producing

Experience

Holst Ltd

Freelance Marketing Consultant. *July 2014 – Present*

- Ricardo plc:
 - Design and implementation of a digital content marketing strategy to increase sales of technical training courses. eLearning trials were developed which grew the marketing database (80%), increased direct sales (20%) and generated a steady flow of qualified sales leads.
 - Content, SEO and PPC advertising to increase eStore sales and ROI.
 - Script, storyboard and production of Ricardo Centenary video.
 - Website management, content generation and performance reporting.
 - Acquisition branding and on-boarding for a business with over 450 staff.
- Vordio software: Product marketing strategy, copywriting and SMM.
- Harrington McDermott Ltd: Digital strategy, account management, business development, screenwriting and copywriting.

Harrington McDermott Ltd

Marketing Manager. *Sept 2007 – July 2014*

Marketing and key account manager for a creative agency specialising in technical communications. This was a hybrid role involving the delivery of creative marketing content from the agency perspective, whilst also working client side to deliver marketing management and strategy.

Ricardo plc**UK Marketing Manager. Sept 2011 – Jan 2014**

I worked in-house as Ricardo's UK marketing manager for over two years. During this period I grew the marketing budget by over 50%, expanded the marketing capability through the addition of in-house and agency resource and implemented measures to track ROI. I was also global lead for digital strategy and events.

Ford Motor Company**Product Marketing Specialist. Jan 2007 – Sept 2007**

I tracked the sales performance of over 150,000 parts in a business worth \$320m per annum. This involved interrogating the sales database to identify parts with poor sales performance and creating corrective product marketing programmes with both B2C and B2B elements.

Ford Motor Company**NVH Project Engineer June 2003 – Jan 2007**

Working in the diesel engines group I was responsible for the NVH development of 4 collaborative engine programs. This involved overseeing testing, analysis and negotiating program targets with partners. I also drove the development of analysis tools and methodology.

Brighton Electric Studios**Sound Engineer November 2001 - June 2003**

Recording and mixing music, generating new business, tour management.

The Titpillow Company**Founder and Owner Jan 2000 – April 2012**

The Titpillow Co. made novelty pillowcases with huge boobs on them. I managed regular product placement on TV (The Big Breakfast, Graham Norton Show, Frank Skinner Show), and sold the product online and wholesale. I organised product manufacture by a fair trade affiliated charity in Sri Lanka and donated a percentage of profits to the charity Breakthrough Breast Cancer.

Ricardo Consulting Engineers**NVH Development Engineer July 98 – August 2001**

Test, development and reporting of vehicle and powertrain noise and vibration.

Education

Flexible Learning Centre Brighton

2005-2007

CIM Professional Diploma in Marketing.

Northbrook College Worthing

2001 – 2002

NCFE in Sound Recording.

Loughborough University of Technology

1994 - 1997

Automotive Engineering Beng (HONS) Degree.
Grade 2.1

Interests

- Music – listening, playing, watching live
- Cars – driving, fixing, breaking
- Travel – food, drink, people and places
- Reading – music biographies and bleak Americana
- Screenwriting