

GRAEME DAVID JACKSON

SENIOR DIGITAL MARKETING LEADER | STRATEGY | ECOMMERCE | B2B & B2C | TEAM & CLIENT LEADERSHIP

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PROFESSIONAL SUMMARY

Senior digital marketing leader with 15+ years of experience building strategy, leading teams, and owning commercial outcomes across UK, European and African markets. Previous Partner & Head of Digital, market-entry lead for a French DTC ecommerce brand, and founder of a consulting practice serving clients across four continents. Strong at the strategic layer where AI-augmented marketing organisations now operate — translating commercial goals into roadmaps, directing specialists and AI tooling against them, and reporting outcomes to executives. Native English, French B1, French residency, fully remote-ready across EMEA.

CORE COMPETENCIES

- **Digital Strategy & Roadmaps:** Translating commercial goals into executable digital plans, GTM, market expansion
- **Team Leadership:** Building, directing and mentoring digital teams; managing agencies and freelance specialists
- **Ecommerce & Revenue Operations:** Shopify, WooComm, payments, conversion programmes, CRO, B2C and ticketing, P&L
- **Performance Marketing Oversight:** Paid media direction (Google, Meta), SEO, CRM, lifecycle, attribution
- **Martech & AI-Augmented Delivery:** HubSpot, Salesforce, Zoho, GA4; integrating AI into research, content, reporting
- **Client & Stakeholder Engagement:** Executive reporting, retention, account growth, board-level communication
- **Project & Program Management:** Cross-functional delivery, Asana, Slack, MS, remote/multi-time zone teams

PROFESSIONAL EXPERIENCE

Founder & Senior Digital Consultant - [GreyJ.Digital](#)

Jan 2014 – Present

Remote — Global | Clients across UK, EMEA, South Africa, Australia, Canada

- Senior consulting practice serving SME and mid-market clients across four continents — engaged at director and founder level on strategy, audits, growth roadmaps and martech selection.
- Build and direct delivery teams of freelance specialists (paid, SEO, content, design, dev) — briefing, quality control, and accountability for outcomes rather than channel-level execution.
- Recurring engagements include digital audits, ecommerce strategy, full-funnel campaign architecture, CRM and automation builds (HubSpot, Zoho, Salesforce, Pardot), and tech-stack rationalisation.
- Increasingly integrating AI tooling into client delivery — content workflows, research, analysis and reporting — to compress timelines while keeping senior judgement on strategy and quality.

Digital Marketing Manager — UK Market — Hypnia

Apr 2023 – Jun 2025

Remote — Toulouse, France | Reporting into French HQ

- Owned end-to-end digital strategy and commercial responsibility for the UK market launch and operation of a French DTC mattress brand, working remotely from France into the UK consumer market.
- Led cross-functional execution across ecommerce, paid media, SEO, affiliate marketing, content, CRM and lifecycle email — directing internal specialists and external agency partners across multi channels execution.
- Managed the Shopify ecommerce stack, payment integrations and conversion programme; coordinated localisation, customer service operations and review management for the UK audience.

- Provided market intelligence and commercial reporting to executive stakeholders at French HQ, navigating one of Europe's most competitive and expensive paid media environments against established UK incumbents.
- UK brand was wound down in 2025 as part of a strategic decision by the parent company to consolidate around its core French and EU markets.

Partner & Head of Digital Marketing — Liquorish Inc.

Mar 2014 – Feb 2018

Remote - South Africa & UK | Clients across Africa & EMEA

- Partner-level senior leadership role — accountable for the entire digital marketing function, commercial direction, and a pan-African client portfolio across events, ticketing and B2C brands.
- Built and ran the digital team, directing integrated programmes across brand, performance marketing, ticketing platforms, ecommerce, payment integrations, email automation and CRM.
- Drove measurable commercial results on event and ticket sales campaigns, building the digital ecosystem and reporting frameworks that underpinned client retention and account growth.
- Owned the strategic relationship with major B2C event and ticketing clients across multiple African markets; presented at executive level and acted as principal point of contact for campaign outcomes.

Digital Marketing Manager & SEO Specialist — GCX Africa

Jan 2012 – Mar 2014

Cape Town, South Africa

- Managed digital marketing programmes for B2B and B2C clients with a focus on SEO, content strategy and social — coordinating internal resources and external specialists to hit client KPIs.
- Acted as senior client contact on multiple accounts; translated business objectives into digital roadmaps and reported outcomes to client decision-makers.

Digital Marketing & Web Lead — Maxidor

Feb 2008 – Dec 2011

Johannesburg, South Africa

- Set up and ran the in-house digital marketing function from the ground up: ecosystem design, paid media, SEO, social, content, video, reputation management and lead acquisition.
- Established the reporting and lead-handover processes between digital and the wider sales organisation, demonstrating commercial impact of digital investment — grew online leads to match telephone lead volume within 6 months.

Earlier roles: Web Design & Development — Interface Digital (EasyInfo.co.za) & GT Inc. *Feb 2002 – Dec 2007*

Johannesburg, South Africa

- Web design and development for SME and corporate clients; full project lifecycle from scoping and client consultation through delivery — foundation for later strategic and ecommerce work.

EDUCATION

- Internetworking Diploma (Java, JavaScript, Linux, Networking) - Boston City Campus, 1999/2000
- Graphic & Web Design Diploma — College Campus Wits 1998
- Matric - Pretoria Boys High School, 1993 - 1997

LANGUAGES & ELIGIBILITY

Languages: English (Native) | French (B1, ongoing)

Right to Work: France/EU — Holder of 10-year Carte de Séjour. Available for fully remote & hybrid senior roles across EMEA.

REFERENCES

Available on request. Testimonials from previous senior contacts available at graamejackson.com/resume