



# Dan Hills

## Scotch Whisky Marketing

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Passionate and experienced brand marketing professional with a strong focus on the spirits industry, particularly Scotch Whisky. Founder of Bard of Scotch ([the Robbie Burns Whisky Company](#)), a small batch Scotch Whisky company, bringing a unique and authentic product to the market. Highly skilled in developing and executing successful marketing strategies for major global brands including Apple, Sony, Nivea, Ray-Ban, BT, Stella Artois, Budweiser, Beck's, Corona, and more.

Proven track record in performance marketing and lead generation, with extensive experience working with iTunes, Audible, BT, Virgin Group, Hilton, and others. Expertise in A/B

testing, CRM, and data analytics to drive measurable business outcomes. Known for a balance of creative and analytical thinking, exceptional communication skills, and a 'can-do' attitude. Accomplished marketing effectiveness expert with extensive experience in leading digital media and strategy across global organizations. Additionally, I have consulted for Portland Rock, providing strategic guidance on marketing and media effectiveness.

In these roles, I have translated sophisticated data analyses into clear, actionable insights for senior leadership and cross-functional teams, consistently influencing high-level decision-making. My expertise includes designing and

implementing measurement frameworks to evaluate multi-channel media campaigns, collaborating with stakeholders to embed media effectiveness insights into strategic planning, and partnering with external agencies to execute advanced testing methodologies. Skilled in Marketing Mix Modelling (MMM), incrementality testing, audience segmentation, and experimental designs, I excel in transforming complex analytical findings into impactful recommendations. My strong analytical and problem-solving capabilities, combined with a strategic mindset and exceptional communication skills, enable me to engage and influence stakeholders at all levels.

### CORE SKILLSET

Campaign Management  
Data Analysis and Reporting  
Budget Management  
Strategic Leadership  
Cross-functional Integration

Budget and Resource Allocation  
Technical Implementation  
Stakeholder Management  
Organisational Development  
Senior Leadership Experience

Strategic Business Acumen  
Change Management  
Global Experience  
Board-level Communication  
Thought Leadership

### PROFESSIONAL EXPERIENCE

#### Operations + Marketing | Robbie Burns Whisky February 2023 to Present Day

Launching a new product, especially in a competitive market like the whisky industry, requires a potent blend of strategic thinking, marketing prowess, and operational diligence. One individual at The Robbie Burns Whisky Co. demonstrated precisely this, spearheading the complete launch of "The Bard of Scotch" with remarkable success. This wasn't just another product launch; it was a masterclass in end-to-end project management, showcasing a portfolio of skills honed over decades of experience.

#### From Concept to Consumers: A Holistic Approach

The journey began with an intensive dive into the market, identifying target audiences and carving out a unique brand position for "The Bard of Scotch" within the UK's competitive landscape. This wasn't just about selling whisky; it was about crafting a compelling brand narrative, deeply rooted in the heritage of Robert Burns. This narrative became the cornerstone for all marketing

efforts, creating a powerful emotional connection with consumers. This foundational work was complemented by the management of the supply chain and logistical operations, ensuring smooth delivery of the product. This comprehensive experience allowed for the effective management of the complex launch, crafting a distinctive brand identity, and forming a clear, strategic business direction – all while keeping the target market in sharp focus.

#### Data-Driven Decisions: The Key to Success

At the heart of the launch was a commitment to data-driven decision-making. Rigorous analysis of market information, competitor activity, and both primary and secondary consumer research formed the bedrock for strategic choices, from product development to retail placement. ROI tracking was diligent, allowing for data-backed adjustments to maximize campaign performance. This analytical prowess was seamlessly integrated with a 'digital-first' strategy, developing and executing cutting-

edge campaigns across social media, email marketing, and paid advertising. This blend of analytical insight and digital marketing proficiency resulted in a highly targeted and effective approach.

#### Building Bridges: Internal and External Collaboration

The successful launch of "The Bard of Scotch" also highlighted the ability to forge strong collaborative relationships. Effective partnerships were established with both retailers and distributors, overseeing everything from initial negotiations to long-term contract management. Internally, a positive and motivating team environment was cultivated, working collaboratively to achieve ambitious goals. Open and consistent communication was key, ensuring that all team members and stakeholders were kept informed and challenges were addressed swiftly. This demonstrates a proven ability to build strong working relationships, both internally and externally—a critical asset in any successful project.

**Financial Stewardship & Continuous Growth:** Beyond the day-to-day, the role required strong financial management. This included budget planning, resource allocation, and diligent expense management. A proactive approach to continuous improvement was evident, with an ongoing commitment to staying abreast of the latest trends in both the spirits sector and in marketing. This allowed for identifying opportunities to enhance the overall strategy, implementing new technologies, and adopting innovative digital

### **Performance + eCommerce | The Portland Rock Consortium | March 2016 to Present Day**

At Portland Rock, I play a pivotal role in leading the global launch strategy for "The Bard of Scotch," successfully coordinating cross-functional efforts across multiple international markets and developing a comprehensive roadmap for global expansion. My strategic approach consistently drives B2B fintech clients towards achieving their digital presence objectives and overall business goals.

#### **Expert in Brand-Building Initiatives Across B2B and B2C Sectors:**

My expertise lies in crafting and implementing effective brand-building initiatives in both B2B and B2C sectors, with a strong focus on providing clear brand direction and messaging. I have demonstrated success in developing and executing strategic branding campaigns that help elevate business growth and revenue.

#### **Analytics-Driven Marketing Strategies:**

My proficiency in data analysis has led to a 450% improvement in efficiency on Wizzle campaigns,

### **MOI Global | B2B Performance Director | August 2021 to January 2022**

The core of my role involved spearheading global media strategies for significant B2B clients such as Sitecore and Rapyd. This required developing and implementing multi-channel marketing plans across diverse regions – North America, EMEA, and APAC. It was crucial to ensure that all marketing activities were not only meticulously aligned with client business objectives but also drove tangible results, such as enhanced market presence and brand engagement.

This involved taking ownership of the entire strategy lifecycle, from initial planning to execution across paid, owned, and earned media channels. The focus was always on creating a cohesive and impactful approach to media buying, ultimately driving consistent growth through well-executed campaigns. This wasn't just about running campaigns; it was about orchestrating a symphony of marketing efforts to achieve significant impact.

#### **Elevating Brands Through Targeted Strategies**

Brand development was another central pillar of the role. This wasn't merely about creating pretty visuals or catchy slogans; it was about building a robust brand strategy rooted in understanding the target audience and market landscape. Targeted SEO strategies, compelling audio-visual content, and strategic account-based marketing (ABM)

### **Shell (Mediacom) UK | Global Digital Performance Director | March 2016 to January 2017**

At Shell International, my role was to spearhead the development and implementation of integrated media strategies for Shell International's global media account, managing campaigns across 15 diverse international markets. This involved adapting global strategies to meet specific regional nuances while maintaining consistent brand messaging and overall cohesion.

**Hands-On Execution:** Leveraged a blend of strategic vision and practical execution skills to ensure impactful campaign delivery within a large, complex corporate environment. My focus extended beyond implementation, actively cultivating positive brand connections through thoughtful content curation and channel selection.

approaches to further goals. This dedication to continuous self and team growth, supported by mentorship and training, was geared towards maximizing efficiency and ROI.

#### **Decades of Expertise: Forging a Legacy**

The individual behind this success story brings well over a decade of experience in client leadership and development, backed by a track record of growth and performance, evidenced by a global award. Moreover, they boast two decades in SEO and

using advanced analytics tools like Looker Studio, Power BI, and Google Performance Max. My analytical mindset and problem-solving skills ensure the successful implementation of data-driven marketing strategies.

#### **Full-Funnel Marketing Campaign Expert:**

I possess a strong background in developing and executing full-funnel marketing campaigns, managing campaigns across search, social, display, and audio-visual channels. My expertise in campaign management, coupled with my collaborative skills, drives measurable results and fosters successful partnerships with internal and external stakeholders.

#### **Proficiency with Google Performance Max and Meta Campaign Planner:**

My proficiency in using marketing tools like Google Performance Max and Meta Campaign Planner has led to the successful execution of effective digital marketing initiatives. I leverage these tools to optimize campaigns for maximum

were essential tools employed to elevate market presence and brand awareness on a global scale. For brands like Sitecore and Rapyd, it was vital to craft cohesive messaging across all touchpoints. This required constant refinement of brand strategies, driven by data analytics and aligned with key performance indicators (KPIs). The success came from a comprehensive understanding of diverse marketing methodologies which allowed us to enhance brand engagement and increase market impact.

#### **Data as the Compass: Driving ROI Through Analytics**

Data-driven decision-making was the foundation of each strategy. The use of data analytics and conversion rate optimization (CRO) techniques was crucial to maximizing campaign performance and return on investment (ROI). The ability to extract valuable insights from data and tailor marketing approaches to effectively target different customer cohorts was a core strength.

This wasn't about simply generating reports, but about translating data into actionable strategies that significantly improved campaign engagement and return on investment. The digital marketing expertise combined a strong strategic vision with a hands-on approach. This enabled navigation of the complex digital marketing ecosystem effectively, driving both branding and performance outcomes.

#### **Brand Development & Engagement**

**Enhancing Brand Perception:** Directed campaigns designed to resonate with target audiences, fostering strong brand relationships. Key initiatives, such as #MakeTheFuture, exemplified my ability to connect with and engage target audiences.

**Content & Channel Optimization:** Employed a data-driven approach to optimize content and channel strategies, ensuring maximum impact and alignment with brand objectives.

#### **Data-Driven Performance Optimization**

PPC and have experience both agency-side and client-side, enriching their growth marketing acumen. This experience is not just about years on the job; it's about the deep understanding of what works, the ability to adapt, and a consistent drive for outstanding results. This combination of skills and experiences makes this individual a powerhouse for any organization looking to launch and grow within the competitive marketplace.

impact, ensuring that each initiative drives measurable results and delivers on business objectives.

#### **Collaborative Stakeholder Management:**

My collaborative skills and ability to work effectively with a variety of internal and external stakeholders have been critical to the success of my roles at Portland Rock. I am adept at building strong relationships, managing expectations, and ensuring that all stakeholders are aligned with project goals and objectives.

My role at Portland Rock has encompassed a range of responsibilities, from leading global launch strategies to crafting brand-building initiatives and managing full-funnel campaigns. My expertise in data analysis, collaboration, and marketing strategy implementation has been critical to my success in driving measurable results and achieving business objectives.

#### **The Multifaceted Approach to Success**

The track record demonstrates consistent success through a multifaceted approach to digital media and marketing. This includes:

**Strategic Oversight:** Developing comprehensive marketing strategies aligned with client business objectives.

**Hands-On Implementation:** Actively managing and executing marketing campaigns across various channels.

**Data-Driven Insights:** Using data analytics to inform decision-making and optimize performance.

**Innovation:** Demonstrating best practices and implementing innovative approaches to maximize financial outcomes and ROI.

In summary, the experience has positioned me as a results-oriented marketer with a proven ability to drive global growth through strategic media planning, brand development, and a keen understanding of data analytics. This background demonstrates a capacity not just to understand the digital marketing landscape, but to shape it for significant client success.

**Data-Literate Approach:** Utilized data analytics to refine strategies in real-time, track Key Performance Indicators (KPIs), and transform complex data into actionable insights that drove campaign performance.

**Continuous Improvement:** Consistently worked to optimize end-to-end media strategy by proactively analyzing results and making necessary adjustments, ensuring efficient budget allocation and maximum ROI.

**Digital Channel Mastery:** Possess a strong command of digital channel performance and optimization, managing campaigns across paid,

**For more information, check out my website**  
[www.bardofscotch.com/scotch-whisky-marketing-consultant](http://www.bardofscotch.com/scotch-whisky-marketing-consultant)

owned, and earned digital channels to achieve engagement goals.

**Proven Digital Success:** Achieved exceptional results, including exceeding video engagement goals by reaching 17.8 million views in just five months, showcasing my ability to drive significant digital impact.

**Cross-Functional Collaboration:** Worked collaboratively with internal teams, external agencies, and stakeholders across various geographies, aligning perspectives and maintaining strong working relationships.

## Hearts & Science, Sydney, Australia | Head of Digital Media Product | June 2013 to January 2016

As a highly accomplished and results-driven marketing leader with extensive experience in developing and executing cutting-edge digital marketing strategies, particularly within the performance media landscape, I was instrumental in establishing and scaling the m2m brand as a leader within Omnicom Media Group, achieving significant growth and industry recognition through a combination of strategic vision, hands-on execution, and a collaborative approach. Specializing in leveraging data-driven insights to optimize performance and achieve tangible business outcomes for a diverse portfolio of clients, spanning technology, entertainment, travel, and FMCG sectors.

### Key Skills:

Strategic Planning & Execution  
Performance Media Management (PPC, AV, Programmatic, Affiliate Marketing)  
Digital Marketing Strategy  
Data Analysis & Reporting  
New Business Development  
Client Relationship Management  
Team Leadership & Development  
Cross-Functional Collaboration

### Key Responsibilities & Achievements:

#### Strategic Leadership & Agency

**Transformation:** Leveraged expertise to act as a pivotal digital advisor to the Managing Director in the strategic transition of m2m from a conflict department to a fully operational agency within Hearts & Science ANZ, contributing significantly

**Strategic Alignment:** Successfully balanced diverse perspectives and organizational priorities to deliver on strategic objectives, ensuring smooth and efficient campaign execution across multiple markets.

### Core Competencies & Achievements

**Results-Oriented Leadership:** A results-driven media professional with a proven track record of driving impactful campaign execution and achieving tangible results within a complex, global organization.

**Comprehensive Expertise:** Possesses a well-rounded skill set encompassing strategic

to its establishment as a leader in digital marketing.

**Digital Product Portfolio Development:** Led the development and strategic direction of m2m's digital product portfolio, focusing on macro-strategies for key technology clients, including Apple, Beats by Dr. Dre, and Audible, ensuring alignment with overall business goals and performance targets.

#### Thought Leadership & Implementation:

Provided strategic thought leadership and hands-on implementation across all client accounts, driving tangible results and ensuring effective resource allocation.

**Business Management & Growth:** Actively managed business operations and spearheaded new business development efforts, exceeding targets set by Omnicom Media Group and securing key client wins, including Hoyts Cinemas and Sony Pictures.

**Team Expansion:** Oversaw a remarkable 220% growth in the digital team over three years, demonstrating a commitment to talent acquisition and development.

#### Performance Media Expertise:

##### Cross-Channel Strategy & Attribution:

Championed the integration of cross-channel testing and attribution strategies to optimize campaign performance, ensuring a holistic and data-driven approach to media planning and execution.

**Best Practice Implementation:** Established best practice processes throughout the m2m ecosystem, ensuring consistency and excellence in performance media initiatives across all channels.

leadership, brand development, data analytics, digital marketing excellence, and stakeholder management, essential for delivering end-to-end campaign success.

**Financial Acumen:** Experienced in managing multi-million dollar budgets and ensuring impactful return on investment.

**Global Perspective:** Combines global strategic thinking with a focused approach to local market nuances, making me adaptable and effective across diverse regions.

**Paid Search (PPC):** Successfully leveraged PPC strategies to drive targeted traffic, conversions, and achieve optimal ROI for diverse client campaigns.

**Audio-Visual (AV):** Developed and implemented innovative audio-visual strategies to enhance brand awareness and drive engagement across various platforms.

**Programmatic Advertising:** Expertise in programmatic media buying, using data and technology to deliver highly targeted advertising campaigns, maximizing reach and efficiency.

**Affiliate Marketing:** Successfully developed and implemented robust affiliate marketing programs to drive incremental sales and expand brand reach through strategic partnerships.

**Creative Agency Partnership:** Collaborated closely with creative agency partners (Saatchi & Saatchi, JWT, BBDO, M&L, and TBWA) to ensure seamless integration of strategic and creative executions, achieving cohesive brand messaging and objectives across all channels.

**Client Portfolio Diversity:** Applied strategic and implementational expertise across a diverse portfolio of sectors, including technology, entertainment, travel, and FMCG, tailoring marketing initiatives to specific industry needs and objectives.

**Multiple Award Wins:** Contributed to multiple award wins across Spikes Global, Spikes Asia, Adweek, AdNews, and Mumbrella, showcasing the impact and effectiveness of implemented strategies.

**Cannes Media Lion Nomination:** Earned a Cannes Media Lion nomination for work on OPSM's "Penny the Pirate" campaign, highlighting the impact of innovative and creative marketing.

## EDUCATION

### PhD (pending) – Marketing Communications Practices in the Post-Digital Era | Bournemouth University

A practice theory-based research project, set within the context of the UK advertising industry

### Master of Arts – Marketing Communications | Bournemouth University

Specialising in digital community marketing communications – a pre-social media era study

## INTERESTS

DIY'er  
Golf hacker  
Village Milkman  
Qualified powerboat pilot  
Miniature Schnauzer parent  
Stand-up comedy performer by night



Robbie Burns  
Whisky Co.



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