



# ANTONIO NARDUCCI

Hands-on B2B Marketing Manager | Demand Generation | Marketing Operations

**Location:** Stafford, UK

**Mobile:** +44 7894 448829

**Email:**  
antonionarducci7@icloud.com

**LinkedIn:**  
linkedin.com/in/antonio-narducci-3987a312a

**Nationality:** Italian · EU National

**Work Permit:** UK · Swiss eligible upon employment

**Open To:** UK · Switzerland · wider Europe

**Relocation:** Immediate if required

## PROFILE

Results-driven B2B Marketing Manager with 4 years of experience building and scaling a marketing function in a high-growth consultancy. Delivered up to 450% ROI through integrated campaigns and data-led optimisation, contributed to an 11% increase in average client fees through segmentation and messaging work, and improved output efficiency by replacing freelancer spend with AI-enabled workflows. Hands-on across demand generation, campaign delivery, content, website, CRM, and performance reporting.

## SELECTED IMPACT

- Delivered up to 450% ROI through integrated multi-channel campaigns across paid, email, web, content, and trade media.
- Increased average client fees by 11% by refining personas, value proposition, and targeting.
- Saved £16,000+ per year by replacing two freelancers with AI-enabled workflows using ChatGPT and Canva.
- Reduced website bounce rate by approximately 35% through UX, page speed, and user journey optimisation.
- Owned 4 UK trade fairs per year, managing a £20k budget and 5 vendors for events with 3,000+ attendees, generating an average 30 leads per event (60% ICP-qualified, 40% discovery calls booked).
- Built a consistent reporting cadence across GA, paid platforms, and CRM insights to improve lead quality and conversion enablement.

## CORE SKILLS

- Demand Generation
- Website Optimisation & SEO
- Paid Media Agency Management
- Integrated Campaign Delivery
- Email Marketing & Nurture
- Analytics & Reporting
- Marketing Operations
- Brand Positioning
- Stakeholder & Cross-functional Leadership
- Content Strategy & Copywriting
- Sales Enablement & Collateral
- AI-Enabled Production Workflows

## PROFESSIONAL EXPERIENCE

**Marketing Manager** · Apogee Associates · R&D Tax Relief Consultancy, UK

09.2022 – 06.2025

*Promoted after nine months to lead all marketing activity and build the function from scratch in a lean, high-growth environment.*

- Delivered up to 450% ROI through integrated multi-channel campaigns across paid, email, web, content, and trade media.
- Owned 4 UK trade fairs per year, managing a £20k budget and 5 vendors for events with 3,000+ attendees, generating an average 30 leads per event (60% ICP-qualified, 40% discovery calls booked).
- Managed external agencies for paid advertising across Google, LinkedIn, and Facebook, aligning targeting, creative, landing pages, and reporting to lead generation goals.
- Increased average client fees by 11% by refining personas, value proposition, and targeting.
- Reduced website bounce rate by approximately 35% through UX, page speed, and user journey optimisation.
- Saved £16,000+ per year by replacing two freelancers with AI-enabled workflows while maintaining brand consistency.
- Produced funnel-stage content including blogs, case studies, and email sequences, translating complex technical services into clear commercial messaging.
- Built internal commercial enablement materials including pitch decks, proposals, event briefings, post-event debriefs, and sales follow-up playbooks.

- Wrote award submissions: Best New Business of the Year (winner), High Growth Business of the Year (highly commended), Small Business of the Year (finalist).

**Marketing Associate** · Apogee Associates · R&D Tax Relief Consultancy, UK 01.2021 - 08.2022

*First marketing hire, establishing foundational systems, tone of voice, and early campaigns.*

- Launched early lead generation initiatives and established consistent brand messaging across social, email, web, and printed materials.
- Drafted and proofread copy across newsletters, web pages, social posts, and collateral, aligning messaging with commercial priorities.
- Managed social channels and website updates, coordinating with designers for trade show assets and marketing materials.
- Conducted market and audience research to support targeting decisions and campaign planning.

## SIDE PROJECT

---

**Independent Marketing Consultant** · Bootstrapped Edge · UK (Remote) 06.2025 - 04.2026

- Built repeatable go-to-market, content, and workflow systems to help small businesses improve marketing execution without agency overhead.
- Developed practical templates, dashboards, and prioritisation frameworks to bring more structure and speed to day-to-day marketing activity.

## EDUCATION

---

**MSc International Marketing Strategy** · Distinction 2022

*University of Northampton, UK*

**First Level Degree in Business and Administration** 2016

*University of Studies G. d'Annunzio, Italy*

## CERTIFICATIONS

---

**HubSpot Marketing Hub Certification** 2026

*HubSpot Academy*

## LANGUAGES & TOOLS

---

### LANGUAGES

Italian (Native) · English (C1 - Fluent) · Spanish (A2 - Basic)

### TOOLS

HubSpot · Google Analytics · LinkedIn Campaign Manager · Google Ads · Canva · ChatGPT · Mailchimp · Asana · Monday.com · Buffer

## REFERENCES

---

*Full employment references and confirmations are available upon request.*