



# Dean Montandon

TECHNICAL MARKETING PROFESSIONAL

Commercially focused marketing and technology professional with over 10 years of experience spanning digital marketing, CRM, websites, ecommerce and automation.

## EDUCATION

- Chartered Institute of Marketing – Member (MCIM)
- Open University – Business Studies
- Open University – Certificate of Higher Education, Natural Sciences

## KEY SKILLS

- Marketing strategy and integrated campaign delivery
- Website strategy, UX and full-stack website development
- CMS, ecommerce and website platform implementation
- CRM implementation, integration and automation (Zoho CRM)
- Lead generation and marketing and sales alignment
- SEO, technical SEO and digital performance optimisation
- Marketing analytics, reporting and data-driven decision making
- Marketing automation and AI workflows (n8n, AI-assisted outreach)
- Stakeholder management and cross-functional leadership
- Brand development and digital transformation

Experienced in working with technical and commercial teams to translate complex services into clear, revenue-generating marketing and digital systems.

Proven track record of leading campaigns, managing teams and budgets, delivering websites and CRM implementations, and improving the connection between marketing, sales and customer experience.

Recent experience includes senior marketing roles within scientific and testing organisations alongside freelance consulting delivering websites, CRM integrations and automation solutions for SMEs.

Member of the Chartered Institute of Marketing (MCIM), currently working towards Chartered Marketer status.





## PROFESSIONAL EXPERIENCE

### **Freelance Marketing, Web & CRM Consultant**

Montandon | Dec 2025 – Present

Self-employed consultant providing website development, CRM implementation and marketing automation services for small businesses. Work focuses on helping organisations improve lead generation, streamline sales processes and build modern, high-performance websites

#### **Key achievements and responsibilities**

- Designed and built a WordPress website and event booking platform for a florist, including brand identity, logo design and ticket purchasing functionality.
- Designed and developed a high-performance Next.js website for a construction business, implementing technical SEO, schema and Payload CMS.
- Designed and implemented a Zoho CRM integration connecting TrustID and Octopaye, automating right-to-work verification workflows and reducing manual administrative workload while improving compliance and auditability.
- Built an automated lead generation workflow using n8n, Google Maps and AI agents to identify prospects, enrich lead data and send personalised outreach emails.
- Provide ongoing website development, SEO and design support for SMEs (freelance work established since 2018, full-time since 2025).



## **Marketing Business Partner – Metals & Minerals**

Alfred H Knight | Feb 2025 – Dec 2025

Senior marketing role supporting the Metals & Minerals division and Circular Economy initiatives within a global inspection, testing and consultancy organisation. Acted as the key link between sales and marketing, ensuring campaigns aligned with commercial objectives and supported business development.

### **Key achievements and responsibilities**

- Acted as the primary liaison between sales and marketing teams, strengthening collaboration and aligning activity with commercial goals.
- Delivered integrated marketing campaigns supporting new service launches and lead generation activity, with a focus on Circular Economy.
- Supported the launch of a new PhotonAssay service, developing messaging and campaign support.
- Led marketing activity for a North American bank vault auditing campaign, including the introduction of LinkedIn advertising.
- Managed marketing for EWaste World in Frankfurt, supporting the Circular Economy team's event presence.
- Built working groups for new divisions following acquisition of mineral processing companies, improving clarity and go-to-market alignment.
- Introduced a new website structure for the Circular Economy division to support improved navigation, messaging and future growth.
- Reorganised cross-functional working groups, reducing meeting overhead and improving clarity of responsibilities.
- Supported analytics and reporting using Zoho CRM, Zoho Marketing Suite and Looker Studio.



## **Brand Manager**

UK National Nuclear Laboratory | 2024 – Feb 2025

Led brand development and communication strategy across a national research organisation, ensuring consistent messaging across digital, events and corporate communications.

### **Key achievements and responsibilities**

- Developed and implemented brand strategy aligned with organisational goals.
- Managed brand consistency across national and international communications.
- Oversaw digital presence including web content and media.
- Managed branding budgets and external design partners.
- Delivered reporting and insight to senior leadership.
- Led collaboration across marketing and communications teams to ensure alignment and brand governance.



## **Marketing Manager**

KRSS Ltd | 2021 – 2024

Senior marketing role responsible for marketing strategy, ecommerce growth, CRM implementation and team leadership across UK and European markets within the scientific sector.

### **Key achievements and responsibilities**

- Led marketing strategy and planning across channels, aligning activity to growth targets and customer journey improvements.
- Managed marketing budgets and delivered events and campaigns supporting lead generation and customer retention.
- Implemented and owned the CRM as the primary contact, improving lead management, reporting and sales and marketing alignment.
- Managed ecommerce performance including pricing strategy across products and services.
- Led and developed the marketing team, including mentoring and apprenticeship support.
- Delivered weekly, bi-weekly and monthly reporting to the board, providing insight and recommendations.
- Led ongoing website development and optimisation, improving digital experience and supporting conversion.



## **Senior Digital Marketing Executive**

Algeos Ltd | 2019 – 2021

Joined as a Digital Marketing Executive and quickly became heavily involved in major digital transformation projects across ecommerce, web development and digital marketing. Worked closely with internal stakeholders, agencies and developers to improve online sales performance and modernise digital infrastructure.

### **Key achievements and responsibilities**

- Took ownership of the project to deliver a new Magento ecommerce website.
- Managed a third-party development team in India to build an integration connecting SAP Business One with Magento.
- Worked closely with a web design agency to complete the website redesign project.
- Developed and executed SEO strategy to increase organic visibility and website traffic.
- Managed Google Ads campaigns to maximise ROI and improve conversion performance.
- Created and optimised landing pages to improve campaign performance and lead generation.
- Managed email marketing campaigns across multiple audience segments including private practices and NHS.
- Managed and optimised Amazon and eBay marketplace stores.
- Worked with internal teams to improve website functionality and customer experience.
- Coordinated external agencies and ensured projects were delivered on time and within scope.



## **Digital Sales Manager**

PhD Nutrition | 2017 – 2019

Promoted from Digital Marketing Executive to Digital Sales Manager after strong early performance. Responsible for ecommerce sales, digital marketing performance and customer experience for the B2C channel within a global sports nutrition brand.

### **Key achievements and responsibilities**

- Responsible for achieving a £1.3m annual ecommerce revenue target.
- Managed the digital budget of £150k per year, including monthly planning and allocation.
- Owned the full B2C digital sales channel including website performance, promotions and ecommerce optimisation.
- Managed stock planning and forecasting to ensure product availability during promotional periods and reduce waste.
- Continued to lead SEO strategy and performance reporting using SEMRush.
- Managed a freelance PPC specialist to ensure campaigns delivered strong ROI.
- Planned and delivered monthly promotions with design, warehouse and stock teams to ensure campaigns ran smoothly.
- Improved website customer contact and service processes alongside customer service leadership.
- Expanded affiliate partnerships to increase brand awareness and drive qualified traffic.
- Worked with third-party Magento developers to improve website functionality and user experience.
- Delivered weekly and monthly sales and marketing reporting, contributing to senior leadership decision making.



## **Social Media Executive**

Ultimate Performance | 2016 – 2017

Responsible for managing global social media channels for an international personal training brand, working closely with marketing, design and videography teams to grow brand awareness and engagement.

### **Key achievements and responsibilities**

- Increased Instagram following by 8k through improved content strategy, competitor research and consistent engagement.
- Increased Twitter followers and improved Facebook page growth through more effective posting and audience interaction.
- Curated content across multiple channels and managed incoming enquiries.
- Planned weekly social schedules and delivered regular reporting.
- Worked with PPC and SEO teams to align social content with wider campaigns.
- Supported Facebook Live content and video campaigns.
- Collaborated with influencers and celebrity clients to increase reach and credibility.
- Delivered paid social campaigns including boosted posts and Canvas ads.



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## TECHNOLOGY & PLATFORMS

- CMS and ecommerce platforms: WordPress, WooCommerce, Magento, Payload CMS, Sanity CMS, Oxygen Builder
- Web development: Next.js, React, Tailwind CSS, HTML, CSS, JavaScript
- CRM and marketing tools: Zoho One, HubSpot, Mailchimp
- Analytics and SEO: Google Analytics, Looker Studio, SEMRush, SERanking
- Design and content: Adobe Creative Suite, Canva, Affinity
- Development and automation: VS Code, GitHub, n8n, API integrations

## CONTACT

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-  deanmontandon.com
-  Widnes, UK

I enjoy roles where I can bring structure, clarity and momentum to marketing and digital work. Throughout my career I have worked across marketing, websites and CRM, which means I naturally look at the full customer journey rather than isolated tasks.

I care about understanding how work connects to real business outcomes and I take pride in delivering work that is practical, measurable and genuinely useful to the wider team.

I am comfortable working with senior stakeholders, collaborating with technical and commercial teams, and taking ownership of projects from idea through to delivery. I bring a calm, proactive and solutions-focused approach, and I am always keen to learn and continue developing professionally.

I am now looking for a role where I can contribute long term, grow with a team and help deliver meaningful results for the business.