

Colin Anstie

Experienced Online Marketing Manager - Dublin, Ireland

W: <http://www.worky.com/colin-anstie>

An experienced leader in developing online strategy, delivering and managing an online channel. Specialist in demand generation, online campaign management and online capability delivery. Focused on optimising return on investment, measurement and building effective teams.

Professional Experience

2008 - Present **Bankwest - Online Sales and Marketing Manager**

Role: To manage the Bankwest Online Marketing and Sales function, responsible for Online Marketing execution, Online Sales, Budget, Agency Relationships and Strategic Projects.

Achievements:

- Managed a marketing budget of \$10.7 million and improved ROI by 29% through optimisation and testing of Search, Display and Affiliate marketing.
- Completed a full audit of all 5 agency relationships and transitioned all agreements into new 'best of breed' agencies, with no outage time, and delivered a 14% cost saving.
- Led the most successful product launch in the banks history, exceeding targets by 722%. Led the delivery of 6 new 'hero' product launches for the bank.
- Led 3 key Strategic Projects with a total value of \$5.9 million including a complete rebuild of the online presence.
- Tendered, reviewed and implemented a new end to end analytics package for the Online channel within 3 months, allowing the Online channel to establish a full spectrum of quantitative analysis, 'lifecycle value' and a true ROI model.
- Led a team of 3 Online Marketing Specialists, introducing specific online talent, and promoted the positioning of eCommerce within the bank.
- Managed over 60 key client relationships successfully both internally and externally.

Key Skills Affiliate Marketing, Digital Marketing, ecommerce, Online Marketing, ppc, projects, seo, targets

Education and Qualifications

2003 **Bachelor/Degree - Bachelor of Arts - Major in Politics**
University of Western Australia

2003 **Bachelor/Degree - Bachelor of Commerce - Majors in Marketing and Management**
University of Western Australia
