Sam Laban

B2B Marketing Manager with 10+ years' experience turning brand, content and CRM into pipeline

I build the systems, make the work myself and use AI to deliver at the scale of a larger team. Co-led a rebrand and a six-week website rebuild, grew the active CRM database by 170% and lifted website conversion fourfold.

Credentials & Strengths

Core Strengths

- Demand generation strategy & execution
- CRM & lifecycle marketing (HubSpot)
- Brand strategy & management
- Conversion optimisation & funnel performance
- SEO & organic growth
- Design & creative production (print, digital, video)
- AI-enabled marketing delivery
- Stakeholder & sales alignment

Tools & Platforms

- HubSpot
- Google Analytics (GA4), Tag Manager, Search Console
- Semrush
- LinkedIn & LinkedIn Campaign Manager
- Adobe Creative Suite
- AI tools (Claude, ChatGPT, Cursor)
- Zoom Webinars, Microsoft Office

Qualifications

Level 6 Diploma in Professional Marketing
Chartered Institute of Marketing – 2023
Distinction: Innovation in Marketing
Merit: Marketing & Digital Strategy; Managing Brands

Level 4 Diploma in Digital Marketing
Geason Training – 2019

Level 3 Diploma in Digital Marketing
3aaa Apprenticeships – 2017

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Derbyshire, UK
(willing to relocate)

Portfolio

(case studies & results)
Click here

Recent Experience

Optimised | B2B energy & environmental services provider

- **Marketing Manager** — Jan 2026 – present

Sole lead of the marketing function from April 2026, after a restructure from four people and two agencies, reporting to the CCO

- Own marketing strategy and a **£120k budget** across brand, demand generation and CRM; produce **board-level performance reports** and align plans with sales leaders
- Delivered CRM transformation, increasing active database by **+170% (700 to 1,900)** and reactivating **1,365 contacts**; built lead scoring, lifecycle automations and an inbound enquiry process with the BDE team
- Campaign touchpoints influenced **18 closed-won deals worth £368k**; a technical webinar audience watched **84% of the session** on average, and its data shaped a follow-on executive briefing aimed at senior decision-makers
- Turned the brand theme into a company-wide **Claude design system** used from CEO to Sales and Ops, reducing reliance on Marketing for design
- Designed the brand environment for the new Bristol office, room by room, including a dedicated content studio
- Drive SEO and website optimisation strategy, contributing to **+30% organic traffic growth**

- **Senior Marketing Executive** — Jan 2025 – Jan 2026

Co-led the rebrand roll-out and website transformation

- Co-developed the company rebrand with an external agency, from discovery to guidelines; built the templates and toolkit behind it (**100%** of presentations on the theme, **70%** staff adoption of branded LinkedIn covers)
- Co-led a full website rebuild in **6 weeks** using AI-assisted coding (Cursor), delivering a **£20k cost saving** by reducing reliance on external agencies
- Persona-led messaging and content on the new site lifted conversion **4×** (form submissions per 1,000 page views)

- **Marketing Executive** (Acting Marketing Manager – 6 months) — Sep 2023 – Jan 2025
  - Owned the marketing function during an interim period, managing day-to-day strategy and delivery
  - Improved organic search performance, contributing to sustained growth in search visibility
  - Led CRM onboarding and adoption, improving data quality and internal usage

- **Marketing Coordinator** — Sep 2020 – Sep 2023
  - Grew LinkedIn engagement and followers by **+120%** through consistent content strategy
  - Delivered campaigns, content and video assets across LinkedIn, email and web to support lead generation

Bott UK – B2B commercial vehicle conversions provider

Digital Marketing Assistant — Jan 2019 – May 2020

- Improved website performance through content optimisation, including case studies and testimonials
- Managed on-site filming projects and worked with international teams on consistent brand delivery

Digital Marketing Apprentice — Sep 2016 – Sep 2018
Various organisations

- Led the build and launch of a business's first eCommerce website, establishing a new online revenue channel