

## Contact

[www.linkedin.com/in/stephen-dodd-14234922](https://www.linkedin.com/in/stephen-dodd-14234922) (LinkedIn)

## Top Skills

CRO Management

Integrated Multi-Channel Marketing

Brand Alignment

## Certifications

Customer Journey Mapping with Generative AI

# Stephen Dodd

Head of Digital Marketing | Digital Strategy | Digital Transformation | Project Management | Change Management | People Management | Martech Evolution

Forestville, New South Wales, Australia

## Summary

Results-driven Head of Digital Marketing with 20+ years of experience leading digital transformation, martech platform and integration strategy, and multichannel marketing across financial and professional services sectors. Proven expertise in driving B2B lead generation, 1st person data acquisition, SEO/SEM, marketing automation, CRM integration, and personalisation at scale.

Strong background in managing cross-functional teams, executing agile digital initiatives, and delivering multimillion-dollar cost savings and engagement growth. Adept in Adobe Experience Manager, Dynamics 365, and data-driven marketing strategies. Recognised for driving enterprise-wide change, mentoring high-performing teams, and aligning digital strategies with business goals.

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## Experience

### KPMG Australia

#### Head Of Digital Marketing

March 2019 - November 2024 (5 years 9 months)

Sydney, Australia

Led the Digital Marketing and Capability team in day to day operations, strategic projects, martech evolution, campaigns and digital channels.

- Delivered 1-5 year digital strategy evolving martech stack; recently outlined AI-enabled 1-3 year roadmap.

- Scaled team from 6 to 15 to include SEO, UX, CRM, personalisation, and automation specialists.

- Achieved 30% increase in engagement and 10% increase in repeat visits via component-based website redesign.

- Directed the Head of Social on strategy and firmwide employee social advocacy program (PostBeyond) resulting in 100% uptake and \$250k+ annual earned media value.

- Drove SEO transformation using BrightEdge - 70% of site traffic now from organic search.
- Oversaw Dynamics 365 implementation, integrating with Adobe Target and AEM to facilitate real-time marketing.
- Led COVID-19 digital communication strategy - web engagement rose by 150%.
- Negotiated \$1.85m martech transformation budget to facilitate migration to Adobe Experience Cloud.
- Managed relationship with external digital agency to monitor and optimise paid digital campaigns.
- Mentored future leaders in digital capabilities, personalisation, and AI integration.

### Clifford Chance

Digital Marketing and Campaigns - Senior Business Advisor  
November 2017 - November 2018 (1 year 1 month)

London, United Kingdom

Led the Global Digital Team on day-to-day operations, strategic projects, campaigns and digital channels.

- Implemented Adobe Experience Platform for personalised data-driven content and analytics.
- Delivered 3-5 year digital strategy and product roadmap.
- Introduced flexible component-based design framework - 3x faster time to market at 10% of legacy costs.
- Led digital migration from legacy systems to Adobe stack.
- Integrated digital and offline marketing experiences firmwide.

### BlackRock

6 years 3 months

Director, Head of Digital Content, Campaigns and Operations, EMEA  
May 2016 - August 2017 (1 year 4 months)

London, United Kingdom

Led the EMEA Digital Team for BlackRock's retail and iShares businesses on day-to-day operations, strategy, projects, campaigns and digital channels.

- Designed and led digital transformation program - 7 FTE savings; £500k+ annual cost reduction.
- Established PMO function to prioritise digital/tech projects - 80% on time delivery.
- Cut publishing backlog by 80%; reduced time to market from 10+days to 24 - 48 hours.

- Restructured EMEA websites - traffic and downloads doubled year on year.

### Director, Global Digital Relationship Manager

January 2014 - May 2016 (2 years 5 months)

London

Promoted to lead the Global Institutional Digital Team (London, NY, Gurgaon).

- Increased engagement from 2.4 to 4+ page views per visit.
- Coordinated with global teams to scale EMEA-led initiatives - £2m+ in cost efficiencies.
- Overhauled global institutional websites - reduced implementation time by 6 months.
- Launched 24/7 offshore publishing support for EMEA.

### Vice President, EMEA Digital Relationship Manager

June 2011 - January 2014 (2 years 8 months)

London

Digital relationship manager focussed on the institutional client business for EMEA. Responsibilities focussed on project managing business requirements, technical specification and stakeholder relationship management for new web, technology and tools.

### Gartmore Investment Management

#### Digital Marketing Manager

May 2007 - May 2011 (4 years 1 month)

Headed digital marketing team developing and managing broader digital strategy, web platforms, email marketing, social, search, digital advertising creative and media spends with a budget of circa £1.5m.

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## Education

### University of Wollongong

Bachelor of Science - BS, Psychology · (February 1995 - November 1997)

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## Activity

06/29/2025, Viewed by Koushika Krishnan