

CHELSEY WALSH

Waterford, Ireland

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PERFORMANCE MARKETING | DIGITAL GROWTH & CUSTOMER LIFECYCLE LEADER

Commercially driven digital leader with 15+ years' experience building and scaling acquisition, CRM, retention and customer growth strategies across agency, international and consumer-led environments.

Proven track record owning end-to-end digital ecosystems including paid media, SEO, lifecycle marketing, customer segmentation, attribution and analytics to deliver measurable commercial outcomes.

Experienced transforming fragmented customer journeys into connected, data-led growth engines that improve acquisition efficiency, engagement, retention and revenue performance.

KEY CAREER ACHIEVEMENTS

- Increased enquiries by **61%** and sales by **19%** through integrated acquisition, attribution and CRM optimisation (George Corbett Motors)
- Delivered **30% growth in active users while reducing marketing investment by 15%** across 13 APAC markets (Kantar)
- Built and scaled a digital growth function delivering **20,000 sign-ups and 1,800% customer growth within 3 months** (FoodByUs)
- Improved acquisition efficiency delivering **-79% CPA and +20% ROAS** through optimisation and performance strategy (Psytech Digital)

CORE DIGITAL CAPABILITIES

- 13+ years of experience in digital and performance marketing
- Acquisition strategy & digital growth
- CRM, lifecycle & retention marketing
- Customer journey optimisation
- SEO, PPC & performance media
- Attribution, analytics and marketing measurement
- Customer segmentation and personalisation
- Digital transformation and automation
- Budget ownership and commercial performance

PROFESSIONAL EXPERIENCE

George Corbett Motors – Waterford

Marketing Manager / Head of Marketing | Oct 2023 – Present

- Own end-to-end digital ecosystem across acquisition, CRM, retention and customer journey optimisation across four OEM brands

- Lead lifecycle marketing strategy including segmentation, lead management, customer communications and engagement programs
- Built integrated attribution framework connecting GA4, CRM, lead generation platforms and sales outcomes to improve reporting accuracy and commercial insight
- Developed lead scoring and enquiry optimisation processes to improve conversion efficiency and sales prioritisation
- Manage acquisition across paid search, paid social, website, SEO and multichannel digital campaigns
- Deliver reporting and optimisation across CPL, conversion performance, lead quality and channel contribution
- Partner directly with sales leadership to identify customer trends, improve follow-up processes and optimise conversion journeys
- Lead integrated campaign execution across digital, CRM, content, radio, dealership and aftersales activation
- Manage agencies, suppliers and budgets with accountability for ROI

Key Results:

+61% enquiries | +19% sales | +59.76% conversion growth | +23% website traffic

Kantar – APAC

Digital Marketing Director | Jan 2021 – Aug 2022

- **Led revenue-generating acquisition and retention strategies** across **13 international markets**, including China, India and Australia
- Owned regional planning, localisation and execution of multi-market campaigns in **8 languages**
- Managed **eight-figure marketing budgets**, cross-functional teams, agency partners and affiliate networks
- Oversaw full digital ecosystem across paid search & social, programmatic display & video, app, SEO, affiliates, YouTube, Baidu and CRM-led loyalty activity
- Partnered with business development teams to translate consumer insight into digital acquisition programs targeting behavioural and demographic cohorts
- Built **audience segmentation and lifecycle approaches** to improve engagement and research panel recruitment outcomes
- Delivered **+30% in active users year-on-year with -15% budget**, exceeding all targets

FoodByUs

Senior Growth Marketing Manager | Jan 2020 – Oct 2020

- Built and scaled end-to-end digital growth function supporting acquisition and retention
- Led CRM, segmentation and lifecycle strategy to improve commercial outcomes
- Owned acquisition across paid media, search, social and retention channels
- Built marketing and attribution infrastructure to optimise customer performance

- Delivered 20,000 sign-ups and 1,800% customer growth in 3 months

Performics Australia

Oct 2015 – Dec 2019

Digital Marketing Business Director → Account Director → Account Manager

- Progressed through **three promotions** in four years, reflecting consistent commercial and client performance
- Held P&L responsibility across **eight-figure annual media budgets**, driving revenue growth from Tier 1 clients
- Led integrated digital media strategy across SEM, paid social, programmatic display & video, CTV, app, eCommerce marketplaces and programmatic OOH
- Acted as senior strategic advisor to Tier 1 clients across FMCG, retail, marketplaces, gaming and technology (eg Bayer (Berocca, Elevit, Bepanthen, Canesten), Lenovo)
- Owned delivery against client KPIs (ROAS, CPL, CPA, CAC) while growing agency revenue through upsell and cross-sell
- Served as account lead for **Toyota National & Dealer Network Australia**, managing **256 dealership SEM accounts** and delivering -19% CPL and +30% website leads YoY

Psytech Digital – Dublin

Digital Manager (SEM / PPC) | Jun 2014 – Jun 2015

- Managed **seven-figure annual media budgets** across search, social, app and video
- Owned acquisition and retention roadmap delivering **-79% CPA, -23% CPL and +20% ROAS within six months**
- Integrated digital acquisition and remarketing to support national TV ad campaigns
- Managed external agencies across TV, press and digital for in-house product portfolios

Groupon International – Dublin

SEM Campaign Specialist (EMEA) | Aug 2013 – Jun 2014

- Coordinated **seven-figure SEM budgets** across EMEA campaigns
- Led launch of **470 multi-lingual, geo-targeted campaigns** across international markets
- Managed EMEA merchant accounts contributing **6% of total site traffic and conversions**

eSpatial Solutions (EMEA)

Corporate Marketing Executive (Global) | Jun 2011 – Aug 2013

- Managed global digital marketing activity across SEM, paid social, PR, SEO and content
- Owned six-figure budgets supporting international growth and brand visibility
- Delivered blog and customer case studies to support demand generation

EDUCATION

Masters in Business Studies — First Class Honours - Waterford Institute of Technology

BA (Hons) English & History of Art — Second Class Honours - University College Cork