

William Sawyer

Marketing Director
EuroCar



📍 Munich, Germany
✉ W.Sawyer@EuroCar.com
☎ +447830525129

Summary

Highly motivated marketing professional with 19 years of experience working in various marketing roles across different industries, of which the past 4 years focused on the automotive industry. Able to develop effective marketing strategies and campaigns to ensure high customer retention rates and generate valuable new business. Extensive experience developing and maintaining key partner and third-party relationships. Skilled team leader with experience managing high-performing marketing teams.

Specialities: Digital Strategy, Data Analytics, SEM Marketing, Branding, Product Marketing, Communications, CRM

Work Experience

Marketing Director
Eurocar
March 2013 - Present

In this role I am managing a team of 6 people, covering Northern Europe. As well as my primary objective of ownership and delivery of the revenue plan, my responsibilities included: Recruitment & Management of a high-performing team of people located throughout the region. Management of strategic third-party relationships, with partners. Positioning & selling a range of products and services. Working with Windows Vista, Windows XP, Microsoft Office 2003 and Office 2007.

Marketing Director
UPCC
June 2006 - March 2013

I was given responsibility for marketing leading business across Europe, Middle East & Africa. Responsibilities included: development and implementation of international branding & marketing strategy for existing as well as new products. Strong focus on creating digital strategy for the company, including development of SEM and social media strategies. Management of the marketing team consisting of up to 5 people and working closely with the sales team by providing effective materials for new business generation.

Marketing Director
Zonal
October 1999 - February 2006

Education

Bachelors Degree, Business
Harvard Business School
September 1990 - July 1993

Skills

Data Analysis, Copywriting, Foreign Languages, Accounting, Computer Languages, Mathematics, Graphic Design, Planning / Event Planning, SEO / SEM Marketing, Bookkeeping, Communication
Ability to Work Under Pressure, Decision Making, Time Management
Self-motivation, Conflict Resolution, Leadership, Adaptability
Teamwork, Creativity