

Lloyd Birch

Email: hello@lloydbirch.com

Phone: 07751 570 927

Location: Huddersfield

Linkedin.com/in/lloydbirch

Senior B2B Marketing Leader with 15+ years of experience scaling revenue and brand visibility for tech and SaaS companies.

I blend strategic thinking with hands-on execution. I can bring ideas to life and deliver results. I've built high-performing teams, streamlined processes, and implemented strategies that drive efficiency and maximise ROI.

Key Achievements

- Built and led marketing strategy that grew Change8's revenue to **£4M in 2 years** and won a £15bn partnership
- Created a peer network that closed multiple **6-figure contracts**
- Founded and scaled a Marketing agency to **£10k MRR** in its first month

Favourite Tools

Figma, Hubspot, Wordpress, Google Suite, Google Analytics, Mac OS, Trello, Microsoft Office, Adobe Suite, Shopify, Quickbooks, Canva

Previous Positions

2014-2014 Jet2.com

Email developer

2013-2014 Freemans Grattan Holdings

Web Designer & Conversion Analyst

MadeHappyCo - Jan 2024 - June 2025

Boutique marketing agency for SME businesses

Marketing Director

I co-founded and grew the marketing agency with a trusted team I had built over numerous years, hitting £10k in monthly recurring revenue within the first month.

I led the small but talented team of five to deliver customised marketing solutions to multiple clients across a range of industries, including tech & SaaS, recruitment, veterinary, and creative arts.

I managed all aspects of the business and revenue operations, from client acquisition and project management to overseeing creative direction, ensuring we consistently delivered top-notch results.

We quickly built a reputation for creating innovative branding strategies that helped our clients grow and succeed. One client stated, "I just wish we'd met you 18 months ago. Working with MadeHappyCo feels so different from every agency we've tried before."

Change8 - Sep 2021 - Jun 2024

ERP implementation and change management consultancy

Head of Marketing

I built and led a high-performing commercial team of nine, guiding the company's brand from the ground up to a successful £4M revenue business within 2 years.

I developed and executed a go-to-market strategy that focused on attracting the attention of IFS, a £10bn ERP supplier, which led to a strategic partnership that ensured the company's long-term success.

I also launched ChangeTalks, a peer network for professionals working with IFS products, and organised five successful events over two years. These demand generation events attracted 150 guests from 50 different businesses and led to two six-figure client contracts.

We gained significant brand awareness within the industry, with IFS saying, "Change8 has been the most talked-about consultancy in our offices, so we had to find out who you were and how you've done it." This helped position Change8 as a leading player in the IFS market.

Fluid - Mar 2021 - Mar 2023

Business Consulting and IT Services

Marketing Manager

I built and led a six-person marketing team, shifting the company's sales approach from a partner-driven model to a content-led and account-based marketing strategy. This transformation led to the business's first inbound sales opportunities.

To strengthen relationships and build community, I created and launched four "Unplugged" events, bringing together SME business leaders, strategic partners, and customers in the manufacturing sector. These events helped improve supplier and customer retention, boosted NPS and CSAT scores, and generated upsell project referral opportunities.

By implementing data-driven marketing tools and analytics, I

2012-2012 Socialite Media (Australia)

Social Campaign Manager

2011-2012 Redcats

Web Designer

2010-2011 The Design Mechanics

Marketing Assistant

2010-2010 Eaton Smith Solicitors

Marketing Assistant

Education

2008-2012 The University of Huddersfield (BAHONS)

Advertising and Marketing Communications

Logistics

Comfortable remote working or hybrid within a commutable distance, depending on the required amount of time needed in an office.

Full UK driving licence

References available upon request

improved lead conversion rates, lowered customer acquisition cost, and optimised campaigns to attract and convert the target buyer persona.

Publish Interactive - Aug 2016 - Mar 2021

World-leading software platform for market intelligence

Marketing Manager

I built and scaled the marketing team from scratch, growing it from zero to five members to support the company's expansion.

I launched the company's first social media and promotional email campaigns, boosting brand awareness and customer engagement.

To position the company as an industry leader, I developed a thought leadership content outreach program, helping build credibility and stronger connections with potential clients.

I successfully transitioned the customer database from Salesforce to HubSpot,

Fivetalents - Apr 2015 - Aug 2016

Boutique marketing agency for mid-sized businesses

Digital Development Manager

I led the digital side of the agency as the sole digital expert. I was responsible for all digital projects and led the technical implementation of all digital marketing, including website design and development, SEO, email marketing, social media marketing, paid advertising, and reporting.

I oversaw the move into a new product specialism for the agency, which had previously specialised in print marketing, increasing the offering available to current clients and directly allowing the business to win new customers that needed a digital marketing service.