

Gareth Nicholas

Head of Brand & Marketing · Brand · Content · Audience

London · garethnicholas92@yahoo.com · +44 (0) 7927 133065 · linkedin.com/in/gnicholas

SUMMARY

Brand and marketing leader with 10+ years of experience across AdTech, gaming, and consumer tech, from Yahoo to a B2B gaming advertising platform. Operating at Head of / Director level, I own brand strategy, positioning, tone of voice, content and design. I have grown organic-social traffic by 364%, launched newsletters from scratch, written and directed industry research and video series that reach millions and run large-scale industry events. AI has been part of my daily workflow for a while, which is how a lean function keeps its output high, and I care as much about the craft of the work as the numbers behind it.

CORE SKILLS

Brand strategy & positioning · Tone of voice & copywriting · Design & art direction (Canva, Adobe) · Content engine (reports, case studies) · Owned-audience growth (LinkedIn, newsletter) · Event & field marketing · Analytics (GA4, HubSpot) · AI-powered production · Team leadership

EXPERIENCE

Marketing Lead | Venatus (B2B AdTech / Gaming)

London

Nov 2021 – Present

Own brand and marketing end-to-end for a B2B gaming advertising platform whose clients include EA, Rovio, Scopely and Roblox, reporting to the COO and Founder. Built and led a small team across brand, content, design, campaigns and events in the US and UK.

- Own the Venatus brand: strategy, positioning, tone of voice and design, with global brand guidelines and a messaging glossary rolled out across the US and UK.
- Won advertising partnerships with VISA, Oreo, Nando's and Carlsberg and more, with brand work contributing \$10M+ in marketing-sourced pipeline in the last 12 months.
- Grew website sessions from organic social by 364% and launched recurring channels from scratch, including publisher and advertiser newsletters and a weekly BD briefing.
- Wrote and directed a 50-page gaming-industry report with GWI (500+ targeted agency lead downloads) and a set of case studies the sales team uses in pitches.
- Use AI across research, content and production every day, which is how the function keeps its output high without added headcount.
- Set and hold the creative and editorial standards for everything published under the brand.
- Run brand presence at industry events, including IAB Upfronts, from stand to stage, establishing the brand as a recognised industry figure.
- Achieved 20+ award shortlists, including Campaign Awards, The Drum, and Digiday wins.

Head of Marketing | Blayze Group (Management Consulting / B2B)

London

Jan 2020 – Oct 2021

- Led a full-scale rebrand of the award-winning website, delivering 137% traffic growth.
- Owned multi-channel content and demand generation across several product lines and managed the marketing budget.
- Advised the Managing Director directly as the senior marketing lead.

Creative Marketing Manager | Verizon Media (Yahoo) (Consumer Tech / Apps)

London

Feb 2018 – Jan 2020

- Directed brand and content for Yahoo Sport, Mail, HuffPost and TechCrunch, holding brand and tone consistency across global teams and agencies.
- Created Yahoo Presents, a sports-fan docu-series with 7M+ views and a 70% lift in brand sentiment.
- Launched The 32, a World Cup football talk show with Volkswagen, delivering a 122% DAU uplift and 27M views.
- Directed global localisation and creative for a major app campaign (87% DAU growth, Yahoo Finance Canada; 5.6M installs, Yahoo Mail).
- Owned GTM strategy for Yahoo Cricket, delivering 500K installs in two weeks via cross-

channel campaigns and App Store optimisation.

Marketing Executive | Yahoo (Consumer Tech / Apps)

London

Aug 2016 – Feb 2018

- Launched Yahoo Daily Fantasy via a \$1M multi-channel campaign, driving 25K installs in two weeks.
- [Created the UK's first branded Snapchat Lens](#) (3.7M uses) and grew owned audiences via EMEA CRM and an NFL livestream (40M views).

Marketing Assistant | Yahoo (Consumer Tech / Apps)

London

Aug 2015 – Aug 2016

- Produced the Yahoo Sport newsletter (100K+ incremental monthly page views) and led EMEA Yahoo Esports marketing.
- Delivered co-marketing partnerships with MGM and Sony Music (2M+ streams).

Earlier roles

Brand Ambassador | Hootsuite

(B2B // SaaS // Product) - London | Dec 2014 – Dec 2015

Marketing Executive | SieMatic Nicholas Anthony

(B2C // Lifestyle brand) - London | Jun 2014 – Jun 2015

Social Manager | SieMatic Nicholas Anthony

(B2C // Lifestyle brand) - London | Jun 2011 – Jun 2014

EDUCATION

- Psychology BSc (Hons), 2:1, University of Reading
- Digital Marketing (Highly Commended), Squared Online (Google)
- Copywriting Masterclass, CIM.

WORK EXAMPLES

Yahoo brand marketing achievements – [watch](#)

Industry thought leadership event – [watch](#)

Brand trailer video – [watch](#)

Brand video series – [watch](#)

Industry research – [read](#)