

## Contact

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## Top Skills

PPC  
Copywriting  
Creative Development

# Chris Clark

Chief Executive at Make Public  
London, United Kingdom

## Summary

In the data age, retail marketing by gut instinct is dead.

My business finds and visually tell the profitable stories hidden in Yorkshire's retail, tourist board, and business-to-business data to help you take the big decisions.

Data-backed decisions simply work better.

We arrange face-to-face surveys to uncover where your visitors have come from, what they did, and what they bought. The offline press adverts, posters, and best ad placements that persuaded them to visit. And we offer advanced next-decade data mining to profile customers, inform new product offer decisions, and recommend best campaign timings.

A Fellow of the Institute of Direct Marketing, and an IPSOS Mori trained interviewer, my business provides the inside knowledge you need to design data-driven campaigns to ensure your best campaign outcomes, sales, and profit.

A recent arrival from London where I continue to provide competitive uncover, web and digital advertising services to London SME companies.

In my earlier career, directorships in Telecoms responsible for campaign programs to deliver €430m products and services, working from message definition to campaign delivery.

So if you are looking to exploit your data stories, call or email today and find out how my business can help.

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## Experience

## Make Public

### Chief Executive

January 2019 - Present

Scarborough, Yorkshire

I provide data mining services in Yorkshire's mid-sized retail businesses, tourist organisations, and councils to unlock the true story of their data, helping them make the big decisions necessary to improve financial returns.

## Make Public

### Chief Executive

2015 - Present

London, United Kingdom

I continue to provide competitive uncover, web and digital advertising services to London SME companies. Growing ecommerce sales 200% - 500% or more, I specialise in diffusion marketing, PPC advertising, SEO & social media optimising, ad/response measurement and people analytics.

If you need to refresh your website, increase sales enquiries at lower cost/enquiry through social media and digital advertising programs, or improve every aspect of your online presence to increase conversions with people analytics, please do get in touch soon. I promise you won't be disappointed.

## Documedia

### Sales & Marketing Director

2002 - 2003 (2 years)

Developed sales and marketing plans, consciously incorporating, integrating, or building on colleagues' inputs, and recognising their contribution, resulting in innovative programmes for growth.

Project managed new solutions, e-commerce workflow and organisational aspects, positioning the company for delivery of new e-commerce product and service offerings.

Undertook restructuring projects to better utilise available resource and integrate sales forces, consequently improving productivity and motivation.

Revised bidding strategies to win contracts and repeat business in public and commercial sectors worth around £3M, by identifying clients' needs and competitors' weaknesses.

Newbridge Networks/Alcatel  
Business Operations Director  
2000 - 2002 (3 years)

Reporting to Vice President C.I.D. EMAI Marketing, responsible for creating and managing marketing programs to meet revenue target of euro 1.9bn in 2001. Role includes maintenance of the region's marketing plan; program research and idea generation/capture through to program creation, shaping and promotion; message co-ordination; forecasting and sales reporting by product line, budget management; market share analysis. Role also requires co-ordination with Area marketing heads to ensure plan alignment, and negotiation with Business Unit marketing teams to ensure a balanced promotional emphasis is placed on our product lines.

N.ET. Europe Ltd  
Service Marketing Manager  
July 1996 - February 2000 (3 years 8 months)

Reporting to European Marketing Director/US & UK Service management responsible for N.E.T. Europe's Services portfolio, and Alliance/3rd Party marketing activities. The role progressed from alliance management, sales bids response, and systems/service integration marketing, to new services development and sale, and concluded with a major initiative to competitively define and market test new global services targeted at \$75m in FY00.

Network Equipment Technologies  
Services Marketing Manager  
1986 - 2000 (15 years)

Helped the sales force make sense of services, resulting in EMEA being the only region for the company to hit target in a sharp dot.com downturn.

Racal Milgo Ltd  
Sales Executive  
1984 - 1988 (5 years)

Sold communications gear to London's banks and loved it!

British Telecom  
Marketing Service Representative  
1984 - 1986 (3 years)

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## Education

