

BEN GAUT

MARKETING SPECIALIST

A strategic and adaptable marketing professional with a proven track record in leading innovative social media and marketing campaigns. I am skilled at managing multi-channel platforms, driving brand growth, and solving complex challenges in both B2B and B2C sectors. With a strong leadership in content creation, community management, and paid social strategies across global markets, I excel at identifying opportunities, creating engaging content, and implementing campaigns that consistently exceed expectations.



WORK EXPERIENCE

2023 - CURRENT

HEAD OF MARKETING (UK)

Mevol Ltd | London,UK (remote)

I led all marketing initiatives, including a successful brand redesign and the launch of next-generation vaping products in the UK. Navigating a highly regulated industry, I implemented innovative multi-channel B2B and B2C campaigns, ensuring strong ROI and customer engagement. Managing global teams, I drove Mevol's growth, helping it become the fastest-growing vape brand in China.

- Delivered a complete rebranding strategy that elevated Mevol's market position and appeal, making it a cutting-edge player in the vaping industry.
- Drove the product journey from concept to launch, achieving recognition as the fastest-growing vape brand in China while fostering growth in the UK market.
- Led cross-border teams, managed multi-channel campaigns, and implemented data-driven marketing strategies to ensure ROI and competitive success in a regulated industry.

2020 - CURRENT

SOCIAL MEDIA & MARKETING CONSULTANT

Freelance | Alton,UK (remote)

I collaborated with start-ups and businesses across the UK, China, and the USA to drive growth through tailored marketing strategies. Working with diverse industries, including tech, supplements, and medical research, I developed and implemented social media campaigns, enhanced brand visibility, and supported business expansion. My efforts focused on delivering innovative solutions to help clients achieve measurable success in competitive markets.

APRIL 2022 - FEB 2023

SOCIAL MEDIA MANAGER

Flashbay Ltd | London,UK (remote)

I led B2B-focused social media initiatives to strengthen the brand's global presence and engagement. Managing multiple channels across platforms, I executed paid campaigns, drove lead generation, and enhanced community management. By delivering detailed performance reports, I provided actionable insights to stakeholders, ensuring campaigns aligned with business objectives.

- Designed and executed successful social media campaigns that strengthened Flashbay's B2B presence across international markets..
- Increased social media engagement through strategic content creation and active community management across multiple platforms.
- Delivered detailed performance reports, enabling data-driven adjustments that improved campaign ROI and supported business objectives.



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EDUCATION

2009-2011

MUSIC MANAGEMENT & STUDIO PRODUCTION

Bucks New University

Did not complete due to personal reasons

2007 - 2009

MUSIC PRODUCTION

North West Kent College

Graduated with Distinction, Merit

SKILLS & EXPERTISE

Marketing Strategy

Campaign management

Problem Solving

Content Creation

Community management

Leadership skills

Strategy Development

Photography

Influencer Management

Restricted Markets

Social Media

WORK EXPERIENCE

JUN 2019 - APRIL 2022

HEAD OF SOCIAL

Vapouriz/Green Stem CBD | Guildford, UK (hybrid)

I drove social media strategy, community engagement, and content creation for multiple brands in highly regulated industries. Managing up to 15 accounts across four distinct brands, I crafted and implemented tailored strategies that consistently delivered significant organic growth, including an average increase of 264% per month. By producing high-quality videography, photography, and written content—over 120 pieces monthly—I ensured cohesive brand storytelling across platforms. I also collaborated with influencers and key stakeholders to launch new products, enhance customer education, and raise brand awareness.

- Delivered an average organic growth rate of 264% per month by creating engaging, platform-specific content and leveraging innovative campaigns tailored to regulated markets.
- Produced over 120 pieces of high-quality content monthly, including videography and photography, ensuring brand consistency across 15 social media accounts.
- Successfully launched products and raised awareness for CBD and vaping brands through influencer partnerships, B2B and B2C campaigns, and focused customer education initiatives.

JAN 2019 - JUN 2019

MARKETING MANAGER

SDS Protection | Farnham, UK

I focused on transforming the company's brand identity and improving its market presence within the B2B sector. Collaborating with architects, contractors, and hospitals, I spearheaded a comprehensive rebranding initiative, including a website redesign and the creation of promotional and marketing materials. Through strategic LinkedIn and Google Ads campaigns, I successfully shifted customer perceptions and strengthened the company's competitive edge.

- Led a full-scale rebrand of SDS Protection, designing a new website and creating all marketing materials to modernize the company's image.
- Developed a simplified customer platform and executed promotional campaigns, improving client experience and business reputation.
- Delivered high-performing LinkedIn and Google Ads campaigns, increasing lead generation and solidifying relationships with key B2B stakeholders.

2016 - 2019

GLOBAL SALES & MARKETING MANAGER

Vape Importers | Farnham, UK

I played a pivotal role in transforming the company from a startup into a multi-million-pound business. I led the marketing and brand management efforts for nine brands, successfully bridging B2B and B2C audiences. My responsibilities included creating and executing comprehensive marketing strategies, driving product and brand launches, and delivering consistent organic growth. By leveraging innovative techniques such as guerrilla marketing and trade show leadership, I significantly enhanced brand visibility and customer engagement.

- Directed marketing and trade show efforts that won multiple accolades, including "Best in Show," "Best Marketing," and "Best Stand" at industry-leading events.
- Helped scale the business from a startup to a multi-million-pound enterprise by opening new sales channels and implementing high-ROI marketing strategies.
- Delivered impactful campaigns through guerrilla marketing, videography, and social media, driving organic growth and strengthening customer retention.

REFERENCES

MR. DAVID KINCH

Country Head (Mevol)

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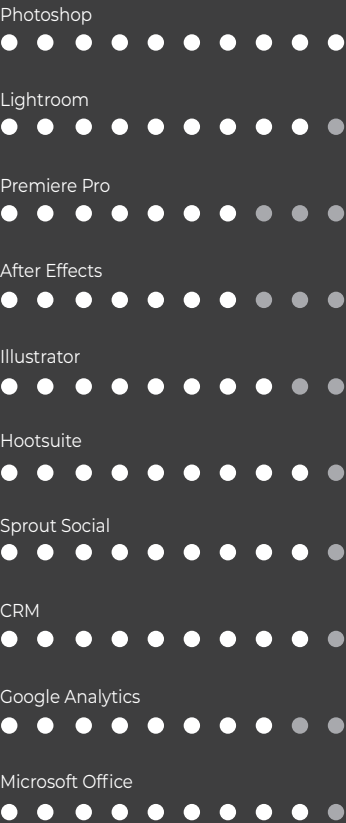
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SOFTWARE PROFICIENCY



HOBBIES

