

# OLIVER CARDING

Marketing Leader — Crypto · Fintech · B2B Tech

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## PROFESSIONAL SUMMARY

Marketing leader with 15 years building brand, growth and product marketing across crypto, fintech and B2B tech. Builds and leads cross-functional teams, aligns marketing with commercial goals, and turns data into strategy — delivering 30%+ traffic growth, 40% lower cost-per-lead and double-digit revenue gains. Experience spans regulated digital-asset firms, a global marketplace (eBay) and venture-backed startups.

## CORE SKILLS & TOOLS

**Strategy & Leadership:** Go-to-Market Strategy, Brand Strategy & Positioning, Product Marketing, Cross-Functional Team Leadership, Stakeholder & Commercial Alignment, AI-Assisted Marketing & Workflows

**Channels & Execution:** Demand & Lead Generation, SEO & Content Strategy, Performance / Paid Media (PPC), Social & Community Growth, Campaign Management, CRM & Marketing Automation, Marketing Analytics & Reporting, Front-End / Landing Page Development

**Tools & Platforms:** Claude, Claude Code, Codex, Cursor, Next.js, GitHub, GA4, Google Search Console, Looker Studio, Semrush, Ahrefs, Pipedrive, Apollo, Google Ads, Meta, LinkedIn, X, Buffer, WordPress, Webflow, Figma, Notion, Confluence

## PROFESSIONAL EXPERIENCE

**HEAD OF MARKETING** | Tesseract Group, Helsinki Aug 2025 – Present

*Marketing lead for a MiCA-authorised digital-asset firm (institutional lending and regulated crypto vaults); own strategy, brand, content, PR and demand generation, working closely with Legal and Compliance.*

- Secured 59 earned-media placements across 20 outlets — including repeat Bloomberg coverage plus CoinDesk, The Block, Barron's and Decrypt — taking the firm from near-zero press presence to a consistent market voice.
- Led go-to-market for the firm's MiCA authorisation and the launch of its Dedicated Client Vaults — co-sponsoring Vault Summit Cannes (CEO keynote) and supporting the BitGo × Narval institutional-access launch — in close partnership with Legal and Compliance.
- Led the migration from a legacy WordPress site to a new Next.js platform (launched June 2026) for faster load times, stronger security and better SEO, giving marketing full control of the conversion funnel.
- Built an SEO-led education content programme that made organic search the site's #1 channel (~43% of sessions) and ranked the site for non-branded DeFi terms for the first time, more than doubling organic impressions and 28-day sessions (688 → 1,470+).
- More than doubled website conversion rate (0.67% → ~1.5%) and built inbound lead generation from a zero baseline through funnel and content optimisation.
- Grew the company's social audiences organically, with no paid spend — +703 LinkedIn followers (~20%) since joining and X/Twitter up ~6x from a standing start.

**HEAD OF MARKETING** | Improbable May 2024 – Aug 2025

*Led marketing and communications for Improbable and its spun-out Web3 venture MSquared, taking immersive and metaverse products to market across B2B and B2C audiences.*

- Built and ran the company's social presence end-to-end — 900+ posts across LinkedIn and X generating ~1.65M impressions and 36K+ engagements, personally authoring 165+ LinkedIn posts (96% of output).
- Grew organic LinkedIn reach ~6x and ran paid social campaigns across LinkedIn and Reddit to drive traffic and signups.
- Led go-to-market and storytelling for MSquared's launch as an independent company, and for partner activations with the BBC, Major League Baseball and Yuga Labs (Bored Ape Yacht Club).
- Delivered hands-on front-end design and development — building and shipping landing pages and website updates (HTML/CSS, Next.js, GitHub) to support commercial teams.
- Integrated CRM tooling and KPI dashboards, and built planning, testing and governance frameworks that lifted team collaboration and campaign quality.

## SENIOR DIGITAL MARKETING LEAD | eBay (KnownOrigin)

May 2022 – Jan 2024

*Reported to the Marketing Director; led multi-channel marketing for KnownOrigin, eBay's Web3/NFT marketplace, plus go-to-market for new Web3 product launches. Promoted from contract to permanent within five months.*

- Led a team of 5 across paid and organic channels while also acting as product manager for the marketplace squad, syncing campaigns to feature releases.
- Rebuilt marketing measurement and channel mix — moving the team off last-click attribution — driving a 30% increase in site traffic and a 10% lift in conversions.
- Launched a multi-channel campaign to re-engage the community and reposition KnownOrigin as crypto-native: 1M impressions and 1,200 new followers in one week, lifting artwork added to the marketplace 15% and sales 30%.
- Partnered with brand, product and design to build go-to-market strategies aligned to audience personas and market research.

## HEAD OF MULTI-CHANNEL MARKETING | Sagittarius Marketing

Jan 2019 – Jan 2022

*Led digital strategy and a cross-disciplinary team of 5 for B2B and B2C clients across travel, finance and energy (Liontrust Asset Management, Small Luxury Hotels, Baxi, Brakes).*

- Turned around a dissatisfied key account via a paid-media and organic-search audit — cutting cost-per-lead 40% in six months and growing leads 60% year-on-year, making it the agency's most valuable account.
- Ran integrated paid and organic campaigns (social, SEO, PPC) and technical SEO audits alongside development teams.
- Built internal processes, client dashboards and reporting frameworks to raise quality and prove ROI.

## HEAD OF MULTI-CHANNEL MARKETING | Delineo

Feb 2016 – Jan 2019

*Led a team of 5 and merged the organic and paid media departments, running digital strategy for 10 client accounts across finance, energy and recruitment (Aldermore, Cumberland Building Society, Co-op Energy, Morson).*

- Integrated SEO, paid and social teams to share insight across channels and improve campaign efficiency.
- Delivered full-funnel strategies with tracking standards and client dashboards giving clear visibility of KPIs and ROI.

### Earlier Career

## HEAD OF SEARCH | First Internet

Mar 2015 – Feb 2016

## SENIOR DIGITAL MARKETING CONSULTANT | Sagittarius Marketing

Feb 2011 – Mar 2015

## VENTURES & FOUNDER EXPERIENCE

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### FOUNDER | CryptoKaiju

2018 – Present

*First project to link NFTs with physical collectibles — built from proof of concept to a profitable business with \$250k+ in sales of toys, NFTs and merch.*

- Ran the entire operation as founder: sourced manufacturers, oversaw production and end-to-end sales, managed front-end development, and led multi-channel marketing.
- Secured partnerships with the NBA, The Sandbox and Dapper Labs for exclusive NFT collectibles and merchandise collaborations.

### FOUNDER & MANAGING EDITOR | CoinJournal

2014 – 2020

*Founded and grew a leading cryptocurrency news publication.*

- Built and led a team of writers, set editorial direction, and grew readership into one of the sector's recognised titles.
- Managed advertiser relationships and monetisation, and interviewed industry leaders.

### FREELANCE CRYPTO MARKETING | Bitmain, Blockrocket

2016 – 2021

- Delivered paid media, content, PR and social for a leading mining company (Bitmain) and a Manchester blockchain consultancy (Blockrocket) and its clients.