

TOM SCALLY, BA(Hons), MRes, MCIM, CMktr

Chartered Marketer

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Profile

Marketing leader and brand strategist. Building long-horizon marketing strategy and practical content governance frameworks; the work usually extends into the operational and positioning issues that surface in the marketing numbers. Experience runs from growth-stage businesses to multinationals across hospitality, SaaS, infrastructure, and consumer brands. Now seeking a fixed-term marketing role with a focus on overseeing multi-channel management, brand guardianship, and growth projects.

Selected Commercial Outcomes

- Reduced marketing spend by \$1M+ annually while supporting 20% revenue growth by streamlining media spend based on performing channels.
- Rebuilt attribution frameworks linking marketing investment to revenue and pipeline conversion, increasing ROAS by 3x.
- Improved acquisition efficiency and lifecycle performance by aligning unified brand messaging with content-led funnel optimisation.
- Delivered go-to-market and repositioning programmes across hospitality, SaaS, infrastructure, and consumer sectors.

Core Capabilities

- **Brand & Content Strategy:** Brand Guardianship, Positioning & Messaging, Content Governance
- **Growth Strategy:** Go-to-Market Strategy, Market Positioning, Revenue Growth Planning
- **Demand Generation:** Performance Marketing, Search & Demand Capture, Conversion Optimisation
- **Marketing Leadership:** Cross-functional Leadership, Marketing-Sales Alignment, Operational Execution

Professional Experience

The Rhino (US) - Fractional VP Marketing

September 2023 – September 2025 | Florida, USA (Remote)

Embedded as fractional marketing leader for a multi-location US home services platform, rebuilding operational discipline across acquisition, attribution, and brand positioning.

Key contributions:

- Established reporting and planning structure that gave leadership visibility of marketing performance against revenue and budget
- Rebuilt attribution and reporting cadence tied directly to booked revenue
- Improved pipeline conversion through demand capture and lifecycle optimisation
- Led brand repositioning and expansion strategy
- Negotiated 7-figure NFL partnership and national media integration

DUBHUB Group - Founder & Marketing Operator

November 2022 – July 2026 | Dubai, UAE

Founder of a UAE-based marketing operations platform delivering strategy, content and campaign execution to businesses across the US, UK and GCC. Operates a bench of 30 specialist freelancers across strategy, production and marketing operations across hospitality, events and energy sectors.

Key contributions:

- Designed and deployed bespoke marketing systems and CRM infrastructure for client organisations
- Built and manages a specialist freelance bench of 30 operators across strategy, content and production
- Delivers integrated strategy, content and campaign execution across US, UK and GCC markets
- Manages an extensive production studio operation with Netflix-approved project credentials

TS6 - Independent Strategy Consultant & Executive Producer

From January 2019 | International

Independent consultant delivering strategy, content and campaign execution across hospitality, events, luxury and enterprise brands. Clients include Radisson Hotel Group, Marriott Bonvoy, Adidas, BMW and Aventura Group.

Focus areas:

- Positioning and commercial messaging
- Campaign and channel strategy
- Performance measurement frameworks
- Sales enablement and outbound content systems
- Content production management

Earlier Experience

Lactalis Groupe – Intern Commercial Analyst & Export Marketing Roles (2017 - 2018):

Supported strategic analysis and marketing planning within the global dairy group. Delivered insight pack supporting planned 70-country product launch. Led packaging and brand system alignment initiatives. Conducted international market and category analysis.

University of Strathclyde – Digital Marketing Consultant (2019):

Advised on marketing strategy for postgraduate recruitment and research positioning. Delivered integrated communications framework. Designed CRM-led applicant engagement model. Implemented measurement approach for pipeline tracking.

Glasgow International Swim Meet – Marketing Director (2018 - 2019):

Launched full brand on behalf of City of Glasgow Swim Team. Increased sponsorship revenue by 70% year-on-year. Generated 250k organic impressions across event period. Led marketing strategy and team execution across 2 event periods.

Education & Professional Credentials

MRes Business & Management Research

University of Strathclyde

BA (Hons) Marketing & Economics (First Class)

University of Strathclyde

Chartered Marketer (CMktr)

Chartered Institute of Marketing

Member Grade (MCIM)

Chartered Institute of Marketing

Technology Entrepreneurship: Lab to Market

HarvardX (Harvard University)

Tools & Systems

CRM & Revenue Operations

Zoho CRM, HubSpot, Salesforce

Acquisition & Demand Capture

Google Ads, Meta Ads Manager

Analytics & Attribution

Google Analytics 4, Google Tag Manager, Looker Studio, CallRail

Automation & Integration

n8n, Zoho Flow, API integrations & webhooks

AI & Operational Workflows

Custom AI agents & automation workflows

Right to Work

United Kingdom - Citizen