

ADRIAN KENNY

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Professional Summary

Highly motivated and accomplished Business Development and Marketing Growth Specialist with extensive experience in specialist sectors, including Web3, Cryptocurrency, as well as technology, software, and cybersecurity. Recognized for driving revenue growth, establishing strategic partnerships, and executing successful marketing campaigns. Seeking a senior role to leverage 10 years of business development and 8 years of digital marketing expertise. Adept in navigating complex sales processes, engaging enterprise-level clients, and exceeding revenue targets through lead generation, consultative sales, and CRM management. Committed to propelling innovation and efficiency in business development and digital marketing strategies, and poised to make a profound impact in a dynamic and evolving landscape.

Experience

GlobalBlock Digital Asset Trading

August 2021 to Current

Senior Business Development

London, London

- Proactively identified and pursued new business opportunities within the cryptocurrency space
- Developed and evolved tailored strategies to engage prospects and nurture relationships
- Employed a consultative sales approach to understand the unique needs and challenges of enterprise-level clients, including Directors, C-suite executives, and board members
- Translated complex requirements into clear and compelling value propositions, effectively addressing regulatory obligations and industry-specific requirements
- Primary point of contact for new clients, providing exceptional account management and ensuring seamless onboarding experiences
- Cultivated long-lasting relationships by delivering top-tier customer service and addressing clients' evolving needs with personalized solutions
- Stayed at the forefront of the crypto market and emerging blockchain trends
- Conducted in-depth market analysis and research to identify potential opportunities, threats, and competitive positioning
- Utilized data analytics to inform strategic decision-making and enhance trading strategies
- Collaborated with cross-functional teams to contribute to the development and launch of innovative financial products within the blockchain and Web3 ecosystem
- Contributed to the Go-to-Market strategy for new product suites, driving user adoption and revenue growth
- Navigated complex regulatory landscapes to ensure compliance with financial regulations, Anti-Money Laundering (AML) policies, and other legal obligations
- Implemented risk management strategies to safeguard clients' investments and uphold the company's reputation.

Head of Marketing

January 2018 to November 2021

RoboShadow

- Developed and executed effective business development strategies to drive growth and expand the company's market presence
- Established strong partnerships and client relationships, leading to increased business opportunities
- Oversaw GTM strategy of 250'000 onboarded customer accounts
- Lead Digital Marketing Strategy and Implementation

3Gi Technology/RoboShadow

March 2017 to January 2021

Head of Business Development

- Led the implementation of a highly effective lead generation and CRM strategy, resulting in a 150% increase in pipelined business

- Successfully onboarded two large multinational clients, contributing to the company's substantial growth
- Spearheaded the product development and successful launch of the cyber security start-up, RoboShadow, with a user base of 250k.

Go-Gen

September 2014 to December 2015

Business Development Executive

- Identified and pursued new business opportunities to expand the company's client base
- Conducted market research and competitor analysis to develop effective sales strategies
- Played a key role in negotiating and closing successful deals with clients.

Ladbrokes

January 2015 to November 2015

Customer Services Manager

- Ensured high levels of customer satisfaction by implementing and maintaining excellent customer service standards
- Managed a team of customer service representatives and provided training and support to enhance performance
- Resolved customer inquiries and complaints in a timely and efficient manner.

Typing Room 5 Restaurant

March 2014 to September 2014

General Manager

- Oversaw daily operations of the 5-star restaurant, ensuring a seamless and exceptional dining experience for guests
- Managed a team of staff members, fostering a positive and productive work environment
- Implemented cost-saving measures while maintaining the highest standards of service and quality.

Boulestin Restaurant

July 2013 to January 2014

Deputy General Manager

- Assisted in managing all aspects of restaurant operations, ensuring efficiency and customer satisfaction
- Collaborated with the management team to develop and implement marketing strategies to attract new customers
- Trained and mentored staff members to deliver exceptional service and uphold the restaurant's reputation.

The Berkeley 5 Hotel

July 2011 to July 2013

Assistant Events Operations Manager

- Assisted in organizing and coordinating high-profile events, conferences, and functions
- Worked closely with clients to understand their event requirements and deliver exceptional service
- Collaborated with various departments to ensure smooth event execution and guest satisfaction.

Education

Headley Walter High School

A-Levels

Brentwood

References

References: References are available on request.