Lee Paton

SENIOR MARKETING MANAGER | GROWTH, LIFECYCLE, DEMAND GENERATION & AI

Sunshine Coast, QLD (remote or hybrid) | lee@leepaton.com.au | linkedin.com/in/leepaton | leepaton.com.au

PROFESSIONAL SUMMARY

Senior marketing manager with 20+ years across B2B tech, agency, not-for-profit, membership and startup environments. I own marketing end to end: setting strategy and plans, managing budgets and teams, and running the campaigns, CRM, SEO, paid media and websites that deliver measurable results. I've been early to each shift in marketing, from MySpace and Facebook to email at scale and now AI, learning on the job alongside strong teams and mentors.

At Anglicare Southern Queensland I owned a $500,000 a year digital budget, helped lead a digital transformation and rebuilt foster carer acquisition into a 6 to 12 month nurture journey with the executive team. At RSL Queensland I grew website traffic 86% year on year and built lifecycle email for 30,000+ members. I founded and sold an entertainment marketing agency early in my career, and I now build AI tools that businesses use every day.

KEY SKILLS

Marketing Strategy | Growth Marketing | B2B Demand Generation | Integrated Campaigns | Lifecycle & CRM | Marketing Automation | Lead Generation & Pipeline | Performance Marketing | Google Ads | Meta Ads | LinkedIn Ads | SEO & GEO/AEO | GA4 & GTM | Conversion Rate Optimisation | Field & Event Marketing | Partner & Co-Marketing | Brand & Communications | Content & Sales Collateral | Client & Account Management | Agency & Vendor Management | Budget Ownership & ROI | Team Leadership | AI Tools & Automation

PROFESSIONAL EXPERIENCE

AI & Growth Consultant | Lee Paton Digital | *Remote* | *Nov 2025 – Present*

- Meta Ads and lead generation for Releaf (releaf.com.au, Nov 2025 – Apr 2026), a national integrative healthcare clinic network, including launch campaigns for new clinics in Byron Bay, Brisbane, NSW and Victoria.
- Contract Marketing Manager for Talentblocks (Feb – Jun 2026), an Australian B2B platform connecting businesses with specialist freelancers. Owned strategy and execution across go-to-market, two-sided acquisition, content, email, paid media, SEO and community.
- Designed and built a delivery tracking web app for A Smooth Move Removals (smoothmoveremovals.com.au) using Claude, Next.js, Supabase and Vercel, replacing spreadsheets and manual tracking. In live use across 10+ user accounts, with 900+ items and 300+ deliveries tracked. Paid engagement with ongoing support. Case study: leepaton.com.au/smooth-move.
- Lifecycle and growth support for SaaS business Content Snare (Nov 2025 – Jan 2026), plus growth, AI and CRM work for SMEs and founders.

Digital Account Director | Sentral Media Group | *Brisbane* | *Jul 2026 – Oct 2026*

- Led digital strategy and managed multiple client accounts across Meta, Google and LinkedIn paid media, email, SEO and GA4/GTM measurement.
- Role ended in a company-wide restructure.

Career break | *Feb 2025 – Oct 2025*

Digital and CRM Marketing Manager | Anglicare Southern Queensland | *Brisbane* | *Apr 2023 – Jan 2025*

Large regulated not-for-profit serving 30,000+ clients across aged care, mental health, foster care, recruitment and fundraising.

- Owned a $500,000 a year digital budget across services, recruitment and fundraising, with KPIs set for each area.
- Worked with the executive team to rebuild foster carer acquisition in Adobe Marketo, turning a couple of emails into a 6–12 month nurture journey with new flows, email design, copy and carer stories, to grow the number of potential foster carers in Queensland.
- Part of the leadership group that drove the organisation's digital transformation, moving legacy marketing, web and CRM practice to a modern, data-led model.
- Core team member on the new website build, which lifted traffic across services, recruitment and foster care.
- Implemented a new CRM and rebuilt all marketing automation in Adobe Marketo and ActiveCampaign, including enquiry handling, nurture journeys and funnel reporting.
- Led the internal digital team and ran multi-channel campaigns across paid media, email, SEO and social in a compliance-heavy environment.

Growth Marketing Consultant | Lee Paton Digital | *Brisbane | Aug 2019 – May 2023*

- Fractional growth lead for SMEs, startups and Web3 projects, accountable for outcomes across acquisition, conversion and retention.
- Marketing and growth lead for crypto and Web3 startups including RAILGUN (2021 – 2022), through to the market downturn after FTX's collapse. Grew engaged communities to 10K+ members.
- Rebuilt funnels and paid media accounts against CPA, lead quality and ROI, and delivered 15+ website builds and conversion optimisation projects.
- Clients included industrial business Lindores Mobile Cranes, plus service and eCommerce businesses.
- Designed CRM automation and lifecycle programs for lead generation, retention and customer value.

Digital Officer | RSL Queensland | *Brisbane | Sep 2017 – Aug 2019*

Membership organisation supporting veterans and their families, with 30,000+ members.

- Grew website traffic 86% year on year through SEO, content and platform improvements.
- Rebuilt RSLQLD.org on Sitecore with developers and executives, interviewing veterans to shape it. Cut bounce rate by 50% and still live.
- Built lifecycle email programs for 30,000+ members with 30%+ open rates, reactivating dormant members.
- Ran digital campaigns for major national events, contributing to thousands of ticket sales.

Digital Marketing Specialist | Oztix | *Brisbane | Sep 2016 – Sep 2017*

- Drove ticket sales for concerts, festivals and expos across paid search, paid social, email and landing pages, managing to ROAS and sell-through deadlines.
- Improved attribution and segmentation so budget and email effort shifted to what converted.

CRM Executive | Ladbrokes Australia | *Brisbane | Aug 2015 – Aug 2016*

- Ran high-frequency email, SMS and push lifecycle programs in a regulated wagering environment, timed to major sporting events.
- Reactivated dormant customers through segmentation, personalisation and testing, and improved deliverability through better testing and templates.

Digital Project Manager | Brisbane Marketing | *Brisbane | Aug 2012 – Aug 2015*

- Core team member on the launch of VisitBrisbane.com.au, coordinating vendors and cross-functional teams.
- Delivered digital projects for the G20 Leaders' Summit 2014, under tight timelines and public scrutiny.

Campaign Manager / Account Manager | XCOM Media | *Brisbane | Jan 2009 – 2012*

- Promoted from Account Manager to Campaign Manager, leading email and digital campaigns end to end for Flight Centre, Escape Travel, Tourism Queensland, Credit Union Australia and Harvey Norman.
- Managed Flight Centre's email marketing to a 2M+ subscriber database, building sign-up forms, lead acquisition and retention campaigns.
- Early adopter of social: set up Flight Centre's Twitter account and worked with client teams on strategy to grow their databases and followers.
- Custom-built social media acquisition campaigns and email marketing funnels in the early days of social, for Flight Centre (including major-prize James Bond film-release competitions), Eagle Boys Pizza and Wine Selectors. Generated hundreds of thousands of entries across campaigns, growing email subscribers and social audiences.

EARLIER CAREER | 2004 – 2009

Founder, Outbreak Marketing (2007 – 2009): Founded and sold an entertainment marketing agency running campaigns for Sony Music, Universal and Disney. Built and led street teams of up to 150 people across grassroots, digital, PR and radio. Ran a postering and flyer distribution network across Brisbane, Sydney and Melbourne. Built one of the early Facebook brand pages, for Disney's major film release 'Enchanted' (2007), growing it to more than 1 million fans. Australian Music Biz (2004 – 2007): Set up The Faction, a street team website running competitions for artists including KoRn and System of a Down (continued under Outbreak), and The Faction Podcast, one of Australia's earliest music podcasts, showcasing new artists. Built artist communities on MySpace, forums and email lists.

TOOLS & PLATFORMS

CRM & automation: Adobe Marketo, ActiveCampaign, HubSpot, Salesforce Marketing Cloud, Klaviyo, Mailchimp
Paid media: Google Ads, Meta Ads Manager, LinkedIn Ads
Analytics: Google Analytics 4, Google Tag Manager, Google Search Console, Looker Studio
SEO & AI search: Semrush, Ahrefs, Moz, schema markup
CMS & web: WordPress, Sitecore, Drupal, Webflow, Shopify
Workplace & project: Microsoft 365, Google Workspace, Asana, Jira, Notion
AI & creative: Claude, ChatGPT, Gemini, Canva, Adobe Creative Suite