

Maximus De Grazia

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PROFILE

Creative and strategically minded Marketing Executive with a proven track record of leading impactful, data-driven campaigns across international markets. Skilled in developing and executing innovative marketing strategies that strengthen brand presence, drive growth, and deliver measurable results. Experienced in digital marketing management, including email automation, CRM integration (HubSpot & Pardot), SEO, PPC, and content strategy, with a passion for turning insights into action. Adept at leading high-performing teams, managing budgets, and ensuring cohesive brand communication across all platforms. Recognised for collaborative leadership, strong stakeholder engagement, and a hands-on approach that consistently drives performance and business success.

EDUCATION

❖ UNIVERSITY COLLEGE LONDON (UCL) Sep 2022 – Sep 2023
MA MASTERS LEGAL AND POLITICAL THEORY London

Grade: Merit

Modules: Dissertation (Global Economics), Equality, Justice and Difference, Meaning of Liberty, Gendering the Study of Politics, Contemporary Political Philosophy I&II, Peer Assisted Learning (Racism in Law).

❖ CANTERBURY CHRIST CHURCH UNIVERSITY Sep 2018 – Sep 2021
BA POLITICS Canterbury

Grade: First Class Honours

Modules: Foreign Policy Analysis, International Justice and Human Rights, Parliamentary Studies, Political ideologies in Action, Dissertation (Plato and Modern Democracy).

EMPLOYMENT HISTORY

❖ MARKETING EXECUTIVE, GLOBAL DATA Apr 2024 – Present

- Lead the creation and delivery of international marketing campaigns across Asia, Europe, North America, and the UK.
- Manage all aspects of webinar campaigns, including strategic planning, audience segmentation, content creation, and CRM integration using HubSpot and Pardot.
- Review and sign off on approximately 100 brand marketing emails per week, ensuring accuracy, brand consistency, and high impact.
- Drive innovation in automation and personalisation strategies to boost engagement, achieving a 15% increase in live attendees and 20% above-target lead generation.
- Oversee data improvement projects to enhance audience targeting and segmentation capabilities.
- Recognised by the Managing Director for securing rebooking's from key accounts through strong client relationship management and impactful communication.

❖ CONSULTANT, DEI MARKETING STRATEGY Feb 2023 – Apr 2024

- Developed and implemented inclusive marketing strategies, advising marketing managers on effective Diversity, Equity, and Inclusion (DEI) integration.
- Provided strategic consulting to enhance representation and inclusivity across campaigns and communications.
- Delivered workshops and built DEI networks to promote awareness and long-term cultural change within organisations.
- Supported businesses in embedding inclusive practices into their communications, branding, and outreach efforts.
- Managed projects end-to-end, from planning through execution, ensuring alignment with organisational values and strategic goals.

❖ BILLINGS ASSISTANT, NEWSSTAND. Jul 2018 – Feb 2023

- Prepared, issued, and managed client invoices with exceptional attention to detail, ensuring accuracy, compliance with client contracts, and timely delivery in accordance with company billing cycles.
- Monitored and reconciled accounts receivable, proactively following up on outstanding balances to maintain strong cash flow and support effective financial planning and reporting.
- Supported month-end and year-end billing operations, assisting with reconciliations, reporting, and audit preparation to ensure smooth financial close processes and compliance with internal controls.
- Maintained comprehensive billing and financial records, ensuring all documentation met audit, legal, and data protection standards while promoting accuracy and transparency across finance systems.

SKILLS

Advanced CRM Operator (Pardot & HubSpot)	Budget Management.
Adobe Creative Suite	Leadership & Team Management.
Web Design.	Communication.
SEO	Digital Advertising.
Email Marketing.	Offline Channel Marketing.
Campaign Management.	Social Media Platforms.

ACHIEVEMENTS

Project managed New Statesman’s most successful webinar to date, over 2,300 registrations and 60% conversion rate. .	Vital in contract negotiations with ON24 – Webinar Platform Provider
Average feedback rating of 100% satisfaction	Integral to multiple sales rebooking’s, thanked by managing director for rebooking Sulzer
Worked with high profile clients such as Google, Panasonic & Lloyds Register.	

LANGUAGES

English <i>Native speaker</i>	Italian. <i>Intermediate</i>
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