

SENIOR MARKETING & CREATIVE LEAD

Manny Navarrete

About Me

With over 17 years of experience across marketing and design, I bring a strategic and hands-on approach to driving brand growth and audience engagement. I am adept at crafting end-to-end digital campaigns that blend creative thinking with data-driven decision making. Comfortable across platforms, tools, and channels, from analytics to Adobe Creative Suite, I thrive on building smart and effective marketing that delivers real outcomes.



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Resume

Manny Navarrete

SENIOR MARKETING & CREATIVE LEAD

Career Highlights

- Delivered 430% ROI on a full-funnel campaign for a B2C eCommerce client.
- Developed highly successful end-to-end lead generation campaigns resulting in over 100 leads in the first 4 weeks.
- Led brand strategy and creative development for clients in SaaS, finance, construction, and wellness.
- Built SEO-optimised websites from the ground up, with a focus on UX, storytelling, and conversion.
- Developed custom performance tracking infrastructure using GA4, Looker Studio, and multi-channel attribution tools.
- Directed content production (photo and video) to support high-performing digital campaigns.
- Facilitated marketing and brand workshops, including persona development and journey mapping.

Experience

2022 - Present

Mulberry Marketing
Melbourne, VIC



Senior Manager (Marketing & Creative)

- Lead strategy and execution of integrated campaigns across SaaS, finance, construction, wellness (and more) including a 430% ROI win.
- Implement integrated lead gen campaigns that drive rapid pipeline growth — including one that delivered over 100 qualified leads in its first month.
- Facilitate brand and marketing workshops, mapping customer journeys and building full-funnel strategies rooted in behavioural insight.
- Oversee creative development — from naming and tone of voice to visual identity — ensuring ideas are commercially sound and original.
- Write and deliver persona-based nurture flows, landing pages, paid ads and blogs that consistently grow qualified leads and engagement.
- Design, structure and build SEO-optimised websites focused on storytelling, UX, and conversion.
- Produce and direct content shoots (photo and video), supporting campaigns with scroll-stopping assets.
- Set up and manage analytics infrastructure (GA4, Looker Studio, platform tracking), enabling smarter campaign optimisation.
- Collaborate directly with founders and marketing leads to shape campaign direction and simplify complexity.
- Combine creative vision with technical know-how to get big ideas out the door — even with tight timelines or real-world constraints.
- Mentor junior team members in campaign execution, paid media, and creative tools — helping lift team capability without compromising speed or quality.

Experience

Continued....

2019 - 2022

Bosch
Clayton, VIC



Marketing Manager | Design Specialist

Marketing

- Developed the go-to-market strategy for a new business unit, combining traditional and digital channels.
- Helped lead Bosch's Trailer Safety campaign, including creative direction, video content, events, and gamification.
- Supported strategic planning and campaign delivery across divisions, while also supervising a marketing intern in the Manufacturing division.

Design

- Created internal and external comms aligned with business goals, using Adobe Creative Suite to deliver polished, purposeful design.

2017 - 2019

Whippet
Melbourne, VIC



Senior Digital Creative

- Led digital creative for top-tier clients including SEEK and Coles, helping elevate their online presence.
- Spearheaded Whippet's own site and digital showreel redesign, helping reposition the agency in a competitive market.
- Delivered bespoke digital media assets that lifted brand narratives and user engagement.
- Directed the creation of SEEK's major Diversity and Inclusion presentation — design and messaging.

2013 - 2017

Urbis
Melbourne, VIC



Senior Designer (Team Lead)

- Led the digital launch of key products and a major website overhaul, delivering improved UX and deeper brand engagement.
- Promoted to regional design team lead, overseeing internal comms projects and mentoring junior creatives to improve digital execution and consistency.
- Guided a design team, championing creativity, collaboration and strong digital execution.
- Played a central role in the broader business's 'Digital Change' committee, driving adoption of new tools and platforms to modernise workflows.
- Working collaboratively with marketing to execute strategic campaigns.

2011 - 2013

Sexual Health Victoria
Box Hill, VIC



Marketing Consultant | Graphic Designer

- Delivered the full end-to-end design and marketing strategy for a statewide educational kit, earning wide recognition and impact.
- Expanded the organisation's digital footprint by creating microsites and campaign assets that lifted visibility and engagement.
- Brought together education and design to help simplify complex health content for younger audiences.

Experience

Continued....

2007 - 2011

Concept Engineering
Christchurch, NZ



Marketing Coordinator

- Oversaw all marketing activities, from strategic planning to execution, significantly contributing to year-on-year sales growth through effective marketing strategies and digital innovation.
- Implemented analytics-driven marketing solutions and social media strategies, modernising the brand's digital presence and customer engagement practices.

Education

2002 - 2007

University of Canterbury

Christchurch, NZ

Bachelor of Commerce

Marketing Management & Accountancy Finance
Information Systems

2008 - 2009

Design and Arts College of New Zealand

Christchurch, NZ

Diploma of Communications Art and Design

Visual Communication - Graphic Design

Skills

Marketing

Full-Funnel Campaign Planning (B2B & B2C)
Customer Journey Mapping
Stakeholder Management
Effective Communication
Paid Media (Meta, Google, LinkedIn)
CRM & Automation (Hubspot, basic Salesforce, basic Klaviyo)
Analytics & Attribution (GA4, Looker Studio)
Copywriting & Conversion Optimisation
Email Marketing (Mailchimp, Campaign Monitor)
Website CMS: WordPress, Squarespace, Shopify, Elementor

Creative & Content Leadership

Brand Identity & Messaging
Adobe Creative Suite (Photoshop, InDesign, Illustrator)
Video & Motion: Premiere Pro, After Effects
Photography, Videography, Post-Production

Other

Workshop Facilitation
Cross-functional Collaboration & Team Mentorship
Strong Commercial Acumen
Presentation & Public Speaking (including group facilitation, client pitches, and fitness instruction)

A bit more personal

When I'm not deep in a marketing funnel or fine-tuning a campaign, you'll find me on a bike or stage, coaching a room full of legends through RPM, Sprint, Ceremony or Bodyattack. Group fitness keeps me energised, grounded and creatively sharp.

I'm a California-born, Melbourne-based dad to two incredible kids (12 and 14) and one extremely spoiled French bulldog named Diego. I try to bring the same empathy, energy and humour to my work as I do to parenting and dog-wrangling, because all three require patience, creativity, and follow-through.

References

Contact details available
upon request

Stephanie Waters
Founder
Mulberry Marketing

David Koh
Marketing Manager
Bosch

Stephanie Ng
Head of Growth Marketing
Envirosuite

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