



NICK HATTON

RESULTS-DRIVEN MARKETING EXPERT

[Linkedin](#) [Portfolio](#)



Contact Information

Location: Dubai

Experience: 15 Years+

Nationality: British

Email: nh@nickhatton.com

DOB: 24/04/1989

Availability: Immediately

Languages: English

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Profile Summary

Marketing Manager with over 15 years' experience driving growth for hospitality, recruitment, real estate, and service-led brands across the UK, Middle East, and Southeast Asia. I specialise in launching brands, venues, and digital platforms - building integrated marketing ecosystems across digital, social, CRM, and paid media to increase visibility, engagement, and revenue.

I bring a hands-on, execution-focused approach combined with strategic oversight, with proven experience managing budgets, leading teams, and delivering campaigns in fast-paced environments. Experienced in both hospitality operations marketing and recruitment-focused platforms, I understand how to connect brands, employers, and audiences through structured, performance-driven marketing.



Career Achievements

- **Built and scaled marketing functions over 15+ years**, delivering growth initiatives for **250+ B2B and consumer brands** across the UK, Middle East, and Southeast Asia.
- **Experience marketing both hospitality brands and recruitment-driven platforms**, understanding audience acquisition on both B2C and B2B sides.
- **Designed and executed lead-generation strategies** across websites, paid media, SEO, content, and CRM, consistently increasing qualified inbound enquiries and conversion rates.
- **Aligned marketing closely with sales teams**, creating funnels, messaging, and reporting frameworks that improved lead quality, follow-up efficiency, and pipeline visibility.
- **Managed marketing budgets, agencies, and internal teams**, ensuring campaigns were delivered on time, on budget, and optimised for ROI.
- **Implemented CRM, email automation, and performance reporting systems**, enabling data-led decision-making and clearer insight for senior leadership.
- **Delivered marketing strategies in fast-paced, high-growth environments**, balancing strategic planning with hands-on execution to meet commercial targets.



Key Skills

Core Skills: Marketing Strategy · Brand Positioning · Lead Generation · Website Strategy & Management · SEO · Paid Media Email Marketing & CRM · Content Strategy · Business Development · Project Management · Leadership

Tools & Platforms: WordPress · Google Ads · Meta Ads · Semrush · Google Search Console · Planable · Hubspot Go High Level · Mailchimp · Airship · Canva · Adobe Photoshop · Figma · CapCut · Notion · Asana · Trello



Work Experience

Marketing Manager



Bali

Tranquility Bali - *A luxury real estate developer in Bali.*

June 2025 - Present

- Led end-to-end marketing strategy for three premium real estate developments across prime locations in Bali, aligning brand positioning with investor and buyer objectives.
 - Owned digital lead-generation activity across website, SEO, content, and paid channels, increasing qualified inbound enquiries by over 800% within 3 months.
 - Collaborated closely with founders, sales teams, and external partners to ensure consistent messaging across digital platforms, presentations, and sales materials.
 - Recruited and managed the in-house marketing team alongside external suppliers to deliver high-quality marketing assets on schedule.
 - Implemented and optimised a bespoke CRM workflow to improve investor journey and build buyer confidence.
 - Produced regular performance and pipeline reports, providing insight into lead volume, cost per enquiry, and campaign ROI.
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Marketing Manager



Dubai

API Global - *An international real estate company based in Dubai.*

Feb 2025 - Jun 2025

- Led marketing strategy and execution for an international property investment business, supporting investor acquisition, brand credibility, and lead generation.
 - Managed three company website builds, landing pages, and investor-facing content, ensuring clarity, compliance, and conversion optimisation.
 - Planned and executed marketing activity around international investor events, including promotional campaigns, presentations, and post-event follow-up funnels.
 - Worked closely with directors, sales teams, and brand ambassadors to align marketing messaging with commercial objectives.
 - Designed the user interface for bespoke front-end calculators to improve lead generation, as well as a bespoke in-house CRM platform to streamline sales and marketing processes.
 - Analysed campaign performance and investor engagement data, delivering insights and recommendations to senior leadership.
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Freelance Marketing Consultant



Dubai

Aug 2023 - Feb 2025

- Delivered digital and brand marketing projects for hospitality, recruitment, real estate, and service-based clients worldwide.
 - Supported website builds, ongoing marketing campaigns, and performance reporting while transitioning into a full-time leadership role.
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Marketing Director



Liverpool, UK

EPIC Hospitality Group - *A collection of five hotels and five F&B venues.*

Nov 2021 - Feb 2024

- Directed group marketing across hotels, restaurants, and event venues, developing brand strategies that positioned EPIC as a leading hospitality group in the North West.
 - Led a marketing team of five, managed a £60K/month budget, and coordinated external partners including PR agencies, influencers, and creative suppliers.
 - Partnered with revenue management to implement cross-selling and upselling strategies, increasing F&B and accommodation upsell revenue by 30%+ and generating approx. £500,000 in additional annual revenue.
 - Oversaw digital growth systems (websites, SEO, CRM, paid media) that drove measurable increases in bookings, loyalty, and guest engagement.
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Key Education

(BSc) Business Management
Business Information Systems

Liverpool John Moores University, UK
Sept 2007 - June 2011

