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Top Skills

Integrated Marketing
Leadership
Product Marketing

Languages

English
German

Certifications

Squared Online

Publications

Don't Rebrand Before Answering
These 3 Must-Ask Questions

The Story Of A Rebrand: What Is
Rebranding - And What It's Not

CHALLENGES AND
OPPORTUNITIES FOR VIBE
TICKETS IN 2018

RESHAPING RESALE TICKETING:
PEOPLE POWER CREATES
POWER PEOPLE

Cornel Lazar

Senior Growth Architect at BCG Digital Ventures
London

Summary

Confident, creative and commercially-focused marketing leader with a broad strategic experience of the marketing function and specialisation on Growth, Lifecycle / CRM and Content Strategy. Track record building brands and delivering scalable full-funnel growth across the entire AARRR spectrum.

Cross-functional and obsessively user-centric by nature, my approach is data-driven and analytical with acquisition, retention and scalability on the mind and a seamless brand<>user experience at the heart with the aim to transforming brands into experiences users love.

I frequently seek to anticipate and inspire with an entrepreneurial can-do attitude whilst driving innovation with a passion for digital transformation. I'm also a Google Squared-Online (AVADO) graduate in Digital Business with distinction for inspirational thought leadership and Digital Champion of the Year.

Areas of expertise: Leadership and team management, leading growth teams (acquisition & retention) across AARRR, brand development and positioning, audience insights, CRM / lifecycle engagement, content strategy, PR and media relations.

I've been working with startups from Seed Stage and Series A to high-growth and global enterprises across online e-commerce marketplaces, FMCG / DTC, mobile app marketing and SaaS.

Available for consultancy and public speaking opportunities.

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Clubhouse: @cornellazar

web: www.cornellazar.com

twitter: @cornellazar

Experience

BCG Digital Ventures

Senior Growth Architect

May 2021 - Present (1 year 1 month)

London, England, United Kingdom

Pinfluencer

CMO / Advisor

December 2018 - Present (3 years 6 months)

- Building the leadership and brand foundations, providing clarity and strategic guidance.
- Product Marketing: competitive positioning, target audience research, brand comms & messaging.
- CRM Implementation and building user journeys & touchpoints.
- Delivery of a KPI framework including North Star / Aha-Moments.
- Marketplace Growth model and experimentation framework.
- Content Marketing

Pinfluencer is an early-stage, pre-seed B2B tech startup that aims to disrupt the influencer agency model with a mission towards sustainable travel and hospitality.

Cornel Lazar

Advisor (Growth and Brand Marketing)

January 2017 - Present (5 years 5 months)

London, United Kingdom

Currently:

World Economic Forum, Geneva (Project: UpWork)

Advisor / soundboard to the marketing and product teams at the WEF.

Scope: Growth marketing strategy, insights and reporting, acquisition, CRO, CRM and lifecycle comms., UX, positioning and target users.

- Advisor to organisations on marketing, PR, strategic hiring, org. structure & culture.
- Growth Marketing consulting

- Product Marketing
- Branding / Brand marketing
- CRM (implementation and execution)
- Digital transformation & change management

Available for consultancy, advisory and public speaking opportunities: <https://cornellazar.com>

Datasine

Marketing Director

February 2019 - December 2020 (1 year 11 months)

London, United Kingdom

- Product Marketing: Positioning, SAAS pricing, audience insights, segmentation, GTM strategy.
- Delivery of growth model and full-funnel (AARRR) experimentation framework.
- Identified of Northstar / Aha-moments and delivered the growth KPI framework.
- Build an integrated marketing strategy (Paid, WOM, Lifecycle, Content Marketing).
- Setup of CRM (Hubspot) and touchpoints, lifecycle automation, workflows, lead scoring.
- Headed up radical 360-rebrand and brand re-positioning.
- Scaled marketing function from greenfield to 4x direct reports.
- Lead generation funnel optimisation.
- Experiential / events and trade marketing.

Culture Trip

Growth Marketing Director & PMM (Growth Squad)

May 2018 - February 2019 (10 months)

London, United Kingdom

- Driving middle & bottom of funnel growth strategy (web & mobile app).
- Leading CRO and ASO growth
- Introduction of structured growth culture towards continuous user / data-focused growth experimentation.
- Setting of organisation-wide North Star metric, identified leading KPIs and delivered growth model.
- Leading introduction of Product Marketing as cross-functional intersection between marketing & product.
- New market & audience assessment for mobile app strategy.

Culture Trip is a tech startup that inspires people to explore the world's culture and creativity. One of Forbes' 5 fast-growing UK companies to watch in 2017.

The Currency Account

Head Of Marketing

March 2018 - May 2018 (3 months)

London, United Kingdom

Three-months contract initiating sales & marketing plan activities across B2B and B2C with strong focus on:

- CRM Strategy
- Data / GDPR compliance (review and implementation)
- Branding
- Experiential marketing

Vibe Tickets

Marketing Director

February 2017 - February 2018 (1 year 1 month)

London, United Kingdom

- Ownership of all strategic marketing, partnership and PR activities
- Implementation of a multi-channel marketing strategy
- Lead digital transformation (marketing & operations)
- Product Marketing
- Product development
- Rebrand / Repositioning
- Scaled marketing operations and managed a team of 12x across offices in London and Lancaster
- Set up of new London operations

Ticketmaster

4 years 11 months

Digital Brand Marketing Manager

April 2015 - January 2017 (1 year 10 months)

London, United Kingdom

- Ownership, brand guardian and creative direction of Ticketmaster Resale (UK/EU).
- Built scalable and revenue-generating strategies across CRM, SEO, Content and Social Media.
- Campaign performance analysis.
- Raised brand perception and sales through tactical promotions.

- Managed media and content agency relationships.
- Revised out-dated CRM: Optimised touch points into consistent, scalable experiences.
- Reversed stagnating SEO and delivered lifestyle blog with an end-to-end content mkt strategy.
- Increased acquisitions and brand awareness through marketing campaigns.
- Managed and mentored the Editorial team on content marketing.
- Customer Services support through tactical content- & social planning.

Marketing Manager (Content, CRM and Social Media)

March 2012 - March 2015 (3 years 1 month)

London, United Kingdom

- Ownership of Ticketmaster Resale's CRM, Content, SEO and Social Media channels.
- Managing data insight migration into Salesforce Marketing Cloud.
- Leading the generation and implementation of marketing communications.
- Initiating a test-&-learn method to gain learnings for future campaigns
- Managing direct report.
- Providing tactical partnership support to VP Marketing.
- Managing research team into site and CMS re-development.

GET ME IN! (Ltd.)

Marketing Manager

December 2006 - February 2012 (5 years 3 months)

London, United Kingdom

- GET ME IN! is a peer-to-peer online marketplace startup that allows anyone to safely buy or sell tickets to live entertainment events.
- GET ME IN! was acquired by Ticketmaster in 2010.

Premier Media Group

Web Content Editor

May 2006 - November 2006 (7 months)

Chapter Street, London SW1P 4NP

Freelance

PR and Digital Consulting

August 2000 - November 2006 (6 years 4 months)

London, United Kingdom

Amazon UK

Digital Merchandiser

October 2005 - April 2006 (7 months)

Slough, United Kingdom

The Spitz

Press and Marketing Assistant

March 2005 - September 2005 (7 months)

109 Commercial Street, London E1 6BG

Square Enix(USA)

QA Tester

June 2004 - February 2005 (9 months)

296 Regent Street, London W1B 3AN

NCR Corporation

Financial Shared Service Centre EMEA Analyst

August 2003 - May 2004 (10 months)

206 Marylebone Road, London NW1 6LY

Lynco Europe Ltd

Web Editor and -Designer

July 2002 - July 2003 (1 year 1 month)

69-71 Farringdon Road, London EC1M 3PN

The Shaw Theatre

PR Assistant and Web Manager

February 2002 - June 2002 (5 months)

100-110 Euston Road, London NW1 2AJ

NEUTON GmbH (Music Label and Media Distribution)

Marketing and Press Assistant (Internship)

January 1997 - August 1997 (8 months)

Goethestr. 67, 63067 Offenbach, Germany

Education

Squared Online

Certificate, Digital Marketing Leadership · (2016 - 2016)

London Metropolitan University

BA Honours, Media, Communications and Cultural Studies · (1999 - 2004)

Berlitz Language School

Certificate, High Level Business English · (1996 - 1997)

Elisabethenschule-Gymnasium, Frankfurt am Main, Germany

Abitur · (1988 - 1995)