



Dylan Maycock

Contact

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Profile

EMEA Marketing professional with 7+ years' experience leading integrated B2B and B2C campaigns across PR, digital, and go-to-market strategy. Proven track record driving pipeline growth, increasing brand visibility, and delivering measurable ROI across multi-market environments

Qualifications

- CMI Level 5 Diploma in Leadership & Management (Ongoing)
- CMI Level 5 Certificate in Leadership & Management (2025)
- CIM Level 4 Certificate in Professional Digital Marketing (2024)
- CIM Level 3 Certificate in Professional Digital Marketing (2023)
- Level 4 Project Management Diploma (2022)
- BSc Business Management (2:1), Cardiff University (2019)

Accreditations

- MCMI
- ACIM

Software

- CRM & PIM: Salesforce, inRiver
- Analytics: GA4, Looker Studio
- Paid Media: LinkedIn Ads, Meta Ads
- PR & Media: Cision, Meltwater
- Project Management: Asana, Trello
- Creative: Adobe Creative Cloud
- Productivity: Microsoft Office

EXPERIENCE

Communications Specialist Marine EMEA

Dometic Group AB | 2024 - Present

- Lead EMEA marketing strategy across B2B and B2C audiences, driving brand awareness, demand generation, and pipeline growth
- Delivered 150k+ EDM sends (+41.7% YoY), achieving 48% open rate and 11.5% CTR (2x industry benchmarks)
- Secured 547.4M PR impressions (+151% YoY) and 400+ media features, significantly increasing regional brand visibility
- Manage regional marketing budgets, agencies, and vendors, optimising spend and maximising ROI across campaigns and activations
- Lead go-to-market planning and messaging, tailoring global positioning for dealers, distributors, and end users across EMEA
- Partner cross-functionally with sales, product, and global marketing to support product launches and pipeline growth
- Own regional performance reporting and campaign optimisation, using data and insight to guide strategy and investment decisions
- Plan and deliver major events, trade shows, and sponsorships across EMEA, driving engagement and commercial impact

Marketing Coordinator Marine EMEA

Dometic Group AB | 2021 - 2024

- Delivered integrated marketing campaigns across EMEA, supporting demand generation and regional brand growth
- Managed multi-channel content across web, social, POS, and sales enablement materials, ensuring consistency across markets
- Coordinated localisation and translation of marketing assets across multiple regions, improving efficiency and brand alignment
- Supported PR and advertising campaigns in collaboration with external agencies, contributing to increased media coverage and visibility
- Managed campaign reporting, performance tracking, and budget monitoring to support data-led decision making
- Collaborated with sales teams and distributors to align marketing activity with commercial objectives and customer needs
- Coordinated major events, trade shows, and sponsorships across EMEA, supporting planning, logistics, and execution
- Maintained strong stakeholder relationships across internal teams and external partners to ensure timely campaign delivery

Marketing Coordinator

Transcend Packaging | 2020 - 2021

- Delivered B2B marketing campaigns positioning the business as a leader in sustainable packaging across European markets
- Partnered with global brands including McDonald's, Nestlé, and Starbucks to execute high-impact campaigns and communications
- Generated 1,000+ media features, 2.7bn impressions, and £15.2m AVE through proactive PR activity
- Led market, legislative, and competitor analysis to identify trends and inform commercial strategy
- Supported development of thought leadership campaigns through press, events, and panel discussions
- Collaborated cross-functionally with sales, operations, and customer teams to align marketing with business objectives
- Contributed to brand positioning and messaging to strengthen reputation within the sustainability space

Marketing Communications Analyst

Transcend Packaging | 2019 - 2020

- Delivered integrated marketing campaigns across digital and traditional channels, increasing brand visibility across key markets
- Led content creation across website, social media, and product marketing materials
- Supported CRM and customer acquisition initiatives to drive engagement and lead generation
- Coordinated industry events, speaking opportunities, and thought leadership initiatives for senior stakeholders
- Supported rebrand including brand book, messaging, and launch campaigns