

Tom Marsh

E-mail me at tom.o.marsh@gmail.com

Call me at +49 17661062075

Portfolio: www.Tommarshcreative.com

CAREER ACCOMPLISHMENTS

- Led creative content and operations strategy for the BSH “[Home Connect](#)” App recipe section, leading to a 63% YoY increase in CTR and a 25% YoY increase in MAUs.
- Led a department of 14 interdisciplinary creatives and project managers at Kitchen Stories, hiring and onboarding 7 creatives and improving team satisfaction scores and ranking as one of the top leaders in the company for 3 consecutive years.
- Led the transformation of the creative and operations departments from waterfall to agile, cutting lead time by 68% and eliminating the need for overtime in the Operations team completely.

PROFESSIONAL EXPERIENCE

Oct '23 - Current

Head of Operations

Kitchen Stories

Kitchen Stories is a leading cooking and recipe platform on a mission to inspire everyday cooking. With over 5 million monthly active users and an impressive 25 million app downloads, it has gained recognition and awards from both Apple and Google.

- Managed a multidisciplinary team of 14 creatives and producers. Oversaw and planned all brand and content activities, from intake and prioritisation of briefs to strategic planning and execution.
- Oversaw operations between the sales, creative, and product departments. Overhauled dated sales pricing and creative operations standard practices to align creative production with sales packages and remain competitive.
- Member of the senior leadership, defining company strategy, with my expertise in aligning creative output with business goals and strategic planning, and company-wide prioritisation of creative and product initiatives. During this time company revenue doubled YoY.
- Hired and onboarded 7 members to my team.

Oct '20 - Jan '22

Team Lead Creative Operations

Kitchen Stories

- Leading a team of 6, including content creators, project managers and interns. Responsible for the creative content and operations of the company.
- Led Creative and Cross-channel departments through the transition from Waterfall to Agile. Reduced production timelines from 3 months to 2.5 weeks and overtime requests by 87%.

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Oct '20 - Jan '22

Artist and Community Manager

Artnight Berlin

Artnight is an operator of painting workshops throughout the UK, Germany, Austria, and Switzerland. They deliver creative and entertaining art-related events that help customers create artwork under the guidance of an artist

- Managed the transition of offline events to online events for over 500 artists during the first COVID lockdown. Coached and onboarded artists in delivering creative experiences
- Implemented CRM tool Freshsales to support the scalability of artist onboarding and management, leading to a 21% reduction in total onboarding time and increased Artists NPS from 6 avg. to 9!

Apr '15 - Oct '19

Creative Producer

nineteen95 Berlin

nineteen95 is an international multi-service entertainment company based in Berlin and New York City that specializes in all aspects of artist management & development

- Developed and executed creative productions as part of 360 campaigns for brands as diverse as Samsung, Zalando, Milka, Zipfer and Austrian Tourism
- Led creative development for artists campaigns, crafting digital assets, videos, and product designs.

Apr '12 - Mar '15

Sound engineer/sound-designer

Redbull Media House/Terra Mater Studios - Salzburg

- Audio Postproduction & Sound-design
- Recording of voice artists

2003 - 2018

Live & Studio Drummer

Self-employed - International

- HVOB
- IAMX
- Whitey
- Gordon Raphael
- Jim Kroft
- Moses Schneider
- Transporterraum Berlin
- And many more

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SKILLS

- **Technical:** Adobe Creative Cloud, Final Cut, Pro Tools, Ableton Live, Webflow, SEO (Semrush), Amplitude,
- **Leadership:** Multiple leadership training courses throughout my career, individual coaching, mental health course for managers, flow working, facilitation
- **Project Management:** Certified Discipline Agile Senior Scrum Master, Asana, workshop facilitation, conflict mediation
- **Public Speaking:** Featured speaker at international conferences and radio interviews

LANGUAGES

- English (native level)
- German (native level)

EDUCATION

2022-2023

DASSM (Disciplined Agile Senior Scrum Master) PMI

The Disciplined Agile Senior Scrum Master (DASSM) certification equips you to lead agile teams by delving deeper into the Disciplined Agile toolkit, which includes proven practices and approaches. With the DASSM certification, an individual will understand how to customize their team's way of working optimizing their approach for the situation faced in the organization and industry.

2012-2019

Magister Digital Art University of Applied Arts, Vienna

The Digitale Kunst course at the University of Applied Arts in Vienna offers a comprehensive and practical education in digital art. Through innovative teaching methods and hands-on experience, students gain the skills and knowledge to thrive as creative professionals in the digital art industry.

2000-2003

Diploma Drumset/Latin Percussion Tech Music School, London

Renowned for its comprehensive curriculum and expert instructors, drumTech Music School empowers students to master both traditional and contemporary drumming techniques across various musical genres.