Marcus Fogg

Director of Marketing, Rocket SaaS

London
marcusfogg1997@gmail.com
linkedin.com/in/marcusfogg
marcusfogg.com

Ten years in B2B marketing across the UK, Europe and Australia, in-house and agency-side. I lead a team of Account Directors at Rocket SaaS, turning B2B SaaS marketing into pipeline and keeping clients happy doing it.

EXPERIENCE

Rocket SaaS

London · May 2025 to present

A full-service marketing agency for B2B SaaS companies. I report to the CEO.

Director of Marketing · August 2026 to present

- Lead five Account Directors across their client portfolios, acting as a sounding board on strategy, new ideas and better ways of working.
- Run agency-wide initiatives aimed at improving client satisfaction and results.

Account Director · May 2025 to August 2026

- Owned marketing strategy and performance end to end for SaaS clients, often brought in to stabilise or scale lead generation.
- Led a multidisciplinary team of marketers, paid media specialists, designers and developers, setting priorities and delivery cadence.
- Defined ICP, positioning and channel strategy, and built full-funnel acquisition and retargeting across Google, LinkedIn and Meta.
- Drove conversion and revenue growth through CRO and experimentation, and built automated outbound sequences in Clay.
- Set up the processes for Rocket's own breakfast event series and still run it. It has become one of the agency's best sources of new business.
- Ran the agency's highest-MRR pod, ten clients, with the highest retention rate and no churn across the year.

&us

London · August 2023 to May 2025

An innovation and transformation consultancy. I sat in the Growth Team, reaching senior leaders across tech, pharma, finance, education and retail.

Senior Marketing Manager

- Led the website replatforming from WordPress to HubSpot CMS. Bounce rate fell 50.1% and average engagement time rose 102.9%.
- Took ownership of HubSpot as our CRM and got the wider team using it properly.
- Ran the programme of in-person events and webinars alongside senior leadership, and managed the New Business and Events employees.
- Produced written articles, video and social assets, and ran email testing that lifted open rate 12.07% and click-through rate 9.55%. LinkedIn following grew 50.2%.

Famly

January 2019 to June 2023

B2B SaaS for the early education sector across the UK, US and Europe. I joined as a coordinator and left as a senior project manager, as the company grew from 30 to 150 people.

Senior Marketing Project Manager · 2022 to 2023

Marketing Project Manager · 2021 to 2022

Digital Marketing Coordinator · 2019 to 2021

- Launched and managed three marketing-owned partnership channels, with agreements across 25+ organisations and consultants, including the Famly Perks programme.
- Coordinated feature releases, activation and upsell with the Product and Customer teams. The Curriculum Builder campaign generated 220 demo requests, and Stress-Free September led to 54 completed demos and 27 deals won.
- Ran The Famly Sessions, our webinar series, which peaked at 5,000 attendees a session.
- Managed paid channels (Google Ads, AdRoll, Facebook, Bing) and organic social, alongside CRO, tracking and analytics.
- Helped set marketing strategy for the UK, US and DACH markets, worked with Sales on enterprise and SMB material, and built the process documentation in Notion and Asana that kept a fast-growing team together.

MAN Diesel & Turbo

Copenhagen · September 2017 to July 2018

Digital and Employee Communications Assistant

- Managed global social media and internal communications, and supported the rebrand to MAN Energy Solutions, which marked the company's shift towards renewable energy.

Reload Media

Brisbane · January 2016 to June 2017

Digital Marketing Intern

- Supported client work across landing pages, email marketing, paid social and search, SEO and analytics reporting, and worked with the MD on a Digital Reputation Workshop presented to universities around Australia.

EDUCATION

Queensland University of Technology

2015 to 2018

Bachelor of Business / Bachelor of Creative Industries

- Majoring in Marketing, and Media and Communication. Graduated with Distinction on a Vice Chancellor's Scholarship, GPA 6.42 of 7, including a year on exchange at Copenhagen Business School.
- Member of QUT's International Case Competition team, competing across Europe and Asia, including a finalist place at NUS in Singapore.

TOOLS & QUALIFICATIONS

PAID MEDIA Google Ads, LinkedIn Ads, Meta Business Suite, Microsoft Ads, AdRoll

CRM, AUTOMATION & WEBINARS HubSpot, Clay, Livestorm, Twentythree

ANALYTICS, SEO & CMS Google Analytics, Search Console, Ahrefs, Webflow, WordPress, HubSpot CMS

CREATIVE & WAYS OF WORKING Figma, Adobe Creative Cloud, Final Cut Pro, Midjourney, Asana, Notion, Miro

QUALIFICATIONS Certificate in UX Design Fundamentals. PRINCE2 Foundation.