

Mediablaze hires Sarah Batters as Growth Marketing Director to head up in-house Growth Team

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Following a number of new business client wins with a CRO* focus, digital marketing agency Mediablaze has appointed Sarah Batters in the newly created role of Growth Marketing Director, underscoring the agency's ongoing commitment to bringing concrete, measurable ROI to its content, platform and performance services.

Sarah has been consulting with Mediablaze since 2018, co-creating a Growth Marketing Programme with a CRO focus, which has seen initial clients grow their topline revenue by up to 45%. This success has prompted new and existing clients to kick off their own programmes with Mediablaze, leading to the establishment of an in-house Growth Team.

Click here to find out more about Mediablaze's Growth Marketing Programme (<https://growth.mediablazegroup.com/>)

Sarah brings 13 years of financial analysis & marketing experience to Mediablaze, including seven years at Procter & Gamble across Europe & Asia and her role as Head of Marketing at media start-up, Beamy Australia. For the last four years, Sarah has been consulting with CEOs and boards on unlocking online growth across a wide range of industries such as FinTech, Media, Food and Consumer Goods.

Joining Mediablaze's Management Team, Sarah will help develop, launch and lead growth marketing services to new and existing clients.

Mediablaze's CEO Paul Button comments: "We're obsessed with creating customer experiences that help brands grow. As a key growth partner to our clients, we use data to identify growth opportunities throughout the path to purchase and activate them using our award-winning platform design and build, content, and performance marketing teams".

"Sarah brings the right balance of creativity and data-based analysis to help uncover, test and scale these opportunities. Our first clients to engage with our CRO programme have quickly seen double-digit growth and we can't wait to see what's possible under Sarah's leadership."

* CRO (Conversion Rate Optimisation) focuses on both website traffic and on-site customer journeys, looking for ways to improve conversion and create growth using rapid, hypothesis-based experimentation.

About Mediablaze

Founded in 2010, Mediablaze is a world-leading digital agency with unrivalled editorial expertise. Founded by digital specialists, editors and publishers with a vast experience of successfully growing brands, we use customer insight to shape remarkable, feature-rich, digital experiences that meet clearly defined objectives.

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