

Lee Wilkins

09/04/1982, Married

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Summary

I am an experienced online and marketing professional with over 10 years of experience. I enable brands to grow online through innovation and by enabling them to become leaders in their field.

Experience

Snr Partner at Wilks

Marketing & Advertising, 0-10 employees

05/2000 - present

Wilks is a Digital Marketing Agency based in Bucharest, Romania. In the early days (1998 - 2006) I began as a consultant. In 2006 I officially incorporated the company, with its HQ in Romania.

I have had the honor on managing different roles within different companies.

Companies like: Diageo (Smirnoff, Johnny Walker F1 etc), IBM, Podcast.com, Pageflakes.com, XING, Seismic, Wonga & Accent (RO) to name but a few.

I have spent the best part of 10yrs in the Online/Ad/Mar/Comm space, and I have a deep passion for it.

Being a consultant meant I got to see the world, London, Boston, Atlanta, Houston, Athens, Hamburg, and now Bucharest are all cities I have got to spend a great deal of time in.

I enjoy the journey of learning, and making a difference in the online world.

Founder at CeeVee.com

Human Resources, 0-10 employees

09/2009 - 01/2010

Developed CeeVee.com to help consumers create and maintain their resume online. Hassle-free, simple, and clever resume management.

I launched the service in Public Beta in Sept 2009, and grew it from 0-20,000 users by November 2009. I sold the company early in January 2010 for personal reasons.

Founder at MyKinda.com

Online Media, 50-200 employees

12/2006 - 02/2008

MyKinda was an idea I have worked on for quite some time. The idea was simple, create a news portal online in CEE in the English language allowing consumers online to get the news at first hand.

Romania was the first market to launch covering 6 core subject matters. I then went on to launch activities in Russia, Bulgaria and Ukraine.

My target was to become the #1 source of news and content in CEE with the view of exiting 3-4 years later.

I bootstrapped MyKinda through the activities at Wilks. Grew the company from 1 to 53 people in 4 countries.

Unfortunately I relied on Advertising as my business model and I had to close MyKinda due to lack of finances. I strongly feel that MyKinda entered the marketplace a little too soon.

Online Evangelist at XING

Marketing & Advertising, >200 employees

05/2005 - 12/2006

I moved back to XING as a consultant to help increase their market share in USA and Eastern Europe after helping them grow and maintain their European growth c2003.

XING has since gone on to go public with an IPO and continues to battle with LinkedIn.

Co-Founder at Podcast.com

Media Production, 0-10 employees

05/2004 - 05/2005

When podcasting was just an idea, I helped to pioneer the development from concept to end-user adoption.

With a team in Boston, MA, we raised an angel round to help to acquire podcast.com and videocast.com. Our main angel investor was Jeff Taylor (Monster.com).

We then set out to build the online podcast portal.

My responsibilities included various online and marketing activities, along with building and managing the team.

Director of Marketing at Pageflakes.com

Online Media, 10-50 employees

05/2003 - 05/2004

Responsible for Pageflakes.com's growth online from that "Homepage" company to the end users one stop shop for their needs inc. email and video.

Helped to increase their visibility in multi-markets including, USA, Europe and Asia.

Pageflakes.com was later sold to Live Universe.

Director of Marketing at Various Companies

Marketing & Advertising, >200 employees

05/2000 - 05/2003

I worked within various Marketing & Online departments for companies like XING.com, IBM, Diageo, F1.

My tasks were to ensure that each brand increased their awareness, brand positioning and revenues through their online activities.

Head of Online Department at Attridge Law

Law Practice, 50-200 employees

05/1998 - 05/2000

Responsible for Attridge Law's online activities. Including being on of the first London Legal Law Firms online in 1998.

Executed JustBeenArrested.com from an idea to become an online portal for those requiring Legal Assistance

Interests

My interests and passion are to help brands grow and build their presence online. I also have a passion for developing simple services such as CeeVee.com that help a users online experience.

Publications

I have been featured in various publications around the World, covering my various activities online, including Techcrunch, CNET, LifeHacker, GigaOm Network.

Romanian publications include Business Standard, Wall Street and Business Week.

Languages

Languages Spoken:

English - Native

Romanian - Read / Write - Good, Speaking - Learning

German - Learning (Beginner)

Clubs & Organizations

I am a member of various organizations including, but not limited to, Creative Commons. My memberships relate to helping to build a better place online and to enrich the end user experience through innovation and new technologies.