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Customer-focused senior marketing leader with 15+ years of experience across brand, performance and growth marketing. Currently Head of EU Marketing at Taskrabbit, leading strategy across UK, Germany and France. Track record of growing revenue, building brand equity and improving marketing efficiency at scale. Deep expertise in full-funnel campaign strategy, team leadership, data-led decision-making and cross-functional execution across European markets.

EXPERIENCE

Head of EU Marketing | Taskrabbit | 2024 – Present

Taskrabbit is a two-sided marketplace connecting consumers with skilled tradespeople across home services. I lead all marketing across UK, Germany and France, with cross-functional responsibility spanning brand, performance, product marketing, SEO and partnerships.

Strategy & Revenue Growth

- Set EU marketing OKRs aligned to company-wide goals, translating board-level targets into market plans and guiding the team through strategic trade-offs when resources were limited.
- Grew EU net revenue 27% year on year while cutting marketing spend as a share of revenue by over 20 percentage points across five years. Reduced paid search cost per acquisition 11% in the UK and 9% in Germany through smarter campaign structure and thorough testing roadmap.
- Introduced zero-based budgeting for the EU three-year plan and led LTV/CAC modelling with Finance and data teams to tie investment decisions to long-term profitability.

Brand Transformation

- Made the strategic case to shift from investing 99% of budget in performance channels to an even split with brand. This required senior leadership alignment across EU and global teams and fundamentally changed how the business thinks about marketing investment.
- Launched the Lyrics OOH campaign across the EU. London unaided awareness grew from 10% to 30% (category #1), Manchester 4% to 23%, Berlin 6% to 15%. UK purchase consideration grew up to 13 percentage points across core service categories.
- Grew EU brand investment 15x over three years, launching OOH, ITV, podcast, YouTube and influencer from a near-zero brand base.

Product, UX & Conversion

- Work closely with product and UX teams on customer journey improvements, identifying friction, shaping test hypotheses and co-leading delivery of bespoke campaign landing pages built to convert.
- Led the European launch of a new customer guarantee product, coordinating across product, legal and marketing from stakeholder sign-off through to consumer-facing rollout across all three markets.
- Ran city-level category campaigns with strong net revenue results: London Gardening up 35% year on year, London Cleaning up 48%, Paris Plumbing up 108%, Berlin Electrical up 40%.

Partnerships & Team

- Built the Wayfair UK co-marketing partnership, coordinating across marketing, product, legal and creative. Expanded the IKEA partnership with in-store activations and joint campaigns. Launched cashback partnerships with AMEX, Revolut and PayPal, broadening paid partnership reach to new UK client audiences.
- Lead a team across three markets. Stepped up as interim Germany Marketing Manager during a hiring gap, covering media planning and creative localisation alongside the wider EU role. Piloted AI creative tools for paid social, delivering strong results at lower production cost.
- Built and presented EU AI capability strategy to senior leadership, covering GTM planning automation, competitive intelligence, Trustpilot insights and creative localisation workflows.

UK Senior Marketing Manager | Taskrabbit | 2022 – 2024

Promoted to lead UK marketing strategy across brand, performance and channel - owning budget, team and full-funnel planning.

- Conceived and launched the award-winning Lyrics OOH campaign - Taskrabbit's first major brand investment in four years. London unaided awareness grew from 10% to 30% (category #1), Manchester 4% to 23%. UK purchase consideration grew up to 13 percentage points.
- Launched cashback partnerships with AMEX, Revolut and PayPal, broadening acquisition reach to new UK audiences and creating an incrementality-tested performance channel.
- Built the Wayfair UK co-marketing partnership including homepage placement, branded email to Wayfair's UK customer base, influencer content and joint PR.
- Built performance dashboards with the data science team and launched 587 SEO location pages across Europe, bringing the project in-house when the agency relationship broke down.

UK & Germany Marketing Manager | Taskrabbit | 2020 – 2022

Joined Taskrabbit to lead marketing across UK and Germany. Built EU marketing infrastructure from the ground up and took ownership of acquisition, engagement and retention across both markets.

- Grew UK revenue 40%+ YoY in the first two years; launched Taskrabbit's first EU out-of-home campaign delivering 13.6M impressions on a £40k budget (10x planned reach).
- Developed hyperlocal paid media strategies targeting high-value postcodes, and built CRM/lifecycle programmes via Iterable to drive engagement and retention across markets.

Client Services Director | Harvest Digital | 2018 – 2020

- Led performance-integrated channel and media strategies for diverse clients across multiple industries.
- Leveraged custom attribution models to redefine audience CPA and channel value, improving ROAS.
- Executed an e-commerce website launch for a disruptive telecoms brand.
- Led the re-launch of the Harvest Digital brand, overseeing overall communications strategy.

EARLIER EXPERIENCE

Digital Manager EMEA | Pernod Ricard | 2017 – 2018

Drove strong digital growth for key brands, delivering 64%+ MoM sales growth for Jameson, achieving 3x industry CTR on paid social through tailored creative, growing the Absolut portfolio by 11.5%, and increasing brand sentiment by 28%+ via data-led campaigns.

Global Digital Lead & Brand Manager | Unilever | 2013 – 2016

Led global digital strategy across 50+ markets for Wall's, including web, mobile, social, and DOOH; drove a 10% sales uplift through a global Uber Ice Cream Day partnership, and managed large-scale brand and performance campaigns across a £10m+ budget.

EDUCATION

BA (Hons) Business Management

University of Leeds (2006-2009)

TOOLS

- SIGMA
- SEM Rush
- Google Ads
- Meta Ads
- Asana
- Claude
- Chat GPT
- Canva
- Google Workspace
- Slack

SKILLS

- Brand Transformation & Investment Strategy
- Full-Funnel Performance Marketing
- Go-to-Market Strategy & Campaign Planning
- Product, UX & Conversion Optimisation
- Customer Acquisition & Retention
- OKR Setting & Strategic Planning
- Team Leadership & Talent Development
- Budget Management
- AI & Marketing Innovation