

kerstin reichert

Performance Marketing & Growth Leader · Fintech & Financial Services

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Performance marketing leader with 15+ years in digital customer acquisition and commercial growth. I've built acquisition functions from the ground up at two high-growth fintech companies, leading teams of up to 15 across paid media, organic, CRM, events and partnerships. I deeply care about creating excellent customer experiences, profitable growth and leading high-performing teams with diligence and empathy.

EXPERIENCE

Independent Consultant

Jan 2026 – Present

Upskilling in AI and marketing automation. Hosting marketing AI workshops for founders and solopreneurs. Advising startups and SMEs on growth strategy. Creating marketing courses as LinkedIn Learning instructor.

Head of Marketing

Oct 2021 – Jan 2026 · London

SeedLegals

UK's leading legaltech platform for startup fundraising. Promoted from SEO & Content Lead. Senior Leadership Team member, reporting to CCO. Dual reporting to MD and CEO during CCO maternity cover. Worked directly with the CEO on strategy, pricing, product launches and US market entry.

- Full budget ownership across all channels: paid media (Google, Meta, LinkedIn, YouTube, Reddit, display, remarketing), organic acquisition, CRM, events and partnerships
- Double-digit YoY customer acquisition growth every year, despite UK VC deal volume declining ~35%
- Revenue growth of ~24% (2023–2024) through new products, pricing restructure and continuous CRO
- 2025: exceeded lead, opportunity and conversion targets by 20% on reduced budgets
- Collaborated closely with product, sales, customer support and design to ensure consistency across brand, positioning and messaging
- Worked closely with sales, data and analytics teams on targets, attribution and ensuring channel investment was tied to commercial outcomes
- Led US market launch: exceeded lead targets by 167% and opportunity targets by 241% within six months, with minimal budget. Partnerships secured with a16z, JP Morgan, WeWork and leading university networks
- Managed all agency relationships (PR, content, web development) and freelancer network. Owned selection, performance reviews and contract decisions
- Drove test-and-learn across the team: A/B testing on campaigns, creatives and landing pages. Expanded into new channels (YouTube, TikTok, Reddit, ProductHunt). Hosted a marketing AI hackathon
- Built, led and developed a diverse team of 15 (with active support for visa sponsorship and workplace accommodations), working across performance marketing, SEO, content, CRM, events, product marketing and international markets (UK, US, France, Ireland)

Senior SEO Digital Marketing Manager

Jan 2019 – Oct 2021 · London

Tide

UK challenger business bank for SMEs. Joined at Series A (80 employees, 85k customers), left at Series C (1,000 employees, 500k+ customers). Tide reached unicorn status in 2025 at ~14% UK SME market share.

First hire for organic customer acquisition. Set up the function, collaborating closely with internal teams and external partners and owning all agency relationships. Cross-functional with Product, Data and Tech teams.

- Customer acquisition: +230% at 95% lower cost vs marketing channel average
- Organic traffic: +646%. Google Ads equivalent value of organic rankings: ~£2M annually
- App Store Share of Voice: 2nd to 1st, overtaking Starling and Monzo. Downloads +83.4% YoY (~£362k annualised ad spend equivalent)
- Play Store rating: 3.6 to 4.6 stars, driving +17.35% conversion rate uplift

- Built content products for lead generation (SME hub, Business Name Checker, ebooks and calculators): ~37k leads at £4.05 CPL
- Collaborated with the wider marketing team on our first OOH and TV ads
- Awards: Global SEO Campaign of the Year (Global Digital Excellence Awards 2020). Shortlisted for Best Use of Search in Finance and Best Use of Data (European Search Awards 2020)
- Supported international expansion to India, including market research, website strategy and local team collaboration

SEO Manager

Jul 2016 – Jan 2019 · London

TSB Bank

De facto SEO team lead at a UK high street bank. Owned the agency relationship end to end (selection, management, performance). Responsible for organic customer acquisition, collaborating across product, data, UX and brand. Led the SEO workstream for TSB's public site migration.

EARLIER CAREER

SEO Director · DEPT (formerly Yourposition AG), Zurich

2015–2016 · Promoted from SEO Consultant. Ownership of several financial services, ecommerce and consumer accounts.

Online Marketing Manager · data2type GmbH, Heidelberg

2010–2013 · Built and led the online marketing function including SEO, content and event management.

EDUCATION

MSc Online Media Marketing

Donau-Universität Krems, Austria

BA Controlling, Management & Information

FH Ludwigshafen am Rhein, Germany

LATEST CERTIFICATIONS

- AI Accelerator (ongoing) · Innovating with AI
- Product Marketing Leadership Accelerator · Product Marketing Alliance
- Marketing Analytics Nanodegree · Udacity

INDUSTRY ENGAGEMENT & AWARDS

- Global SEO Campaign of the Year, B2B (Global Digital Excellence Awards 2020)
- Employee awards for outstanding contributions at DEPT and TSB
- Women in Tech SEO mentor
- LinkedIn Learning instructor
- IAB UK advisor for search and social
- Contributor to podcasts, webinars, conferences, online and print publications

RECOMMENDATIONS

"Kerstin brings an infectious positivity and energy to the team that truly lifts everyone's spirits and makes collaboration a joy. Her passion for marketing and commitment to excellence are clear in everything she does. Kerstin's leadership helped shape a strong team culture, and any organisation would be fortunate to have her energy, creativity, and dedication on their side."

Cushla Smith Senior Visual Designer, SeedLegals

" Kerstin was hands down one of the best hires I've ever made in my career. She's the dream person you want to have by your side to build a company. She is well organised, empathic, supportive and positive. No wonder she managed to build a dream team during her tenure, investing a great deal of time in sharing her knowledge, upskilling the team along the way."

Fabrice Renucci Elite B2B Fractional CMO

" Kerstin is very reliable and trustworthy, always knows her numbers and the details of her team's activity perfectly. She demonstrates clear ownership of how the team operates, sets clear targets and delivers against them. She truly cares about her team, the company and our customers."

Anthony Rose CEO, SeedLegals

" I had the pleasure of working with Kerstin at TSB for over two years, and her knowledge and enthusiasm never failed to amaze me. No challenge is too big for her and she is continuously learning to make sure she is always ahead of the game. She consistently shows dedication to her projects and absolutely loves a challenge. But more importantly, she loves to share her knowledge and experience, regularly delivering excellent workshops and effortlessly keeping her audience fully engaged."

Rochelle Brathwaite Senior Product Manager, Elsevier

" Kerstin's expertise and passion, hardworking, honest attitude and ability to build relationships with colleagues and clients easily means she's always able to deliver projects to the highest standards. She always puts her all into everything she does with enthusiasm, attention to detail and her own personal flair. I really enjoyed working with her during our time together at TSB and she was able to teach me a lot about her area of expertise."

Rosie Benbow Product, Oxford Abstracts

" Kerstin is an extremely knowledgeable and experienced Digital Marketer driven by a genuine passion for what she does. She is very creative, always curious to learn more and pushing herself to gain top results. Kerstin has not only a great personality but also a very results-oriented and focused manner, which makes her an ideal project manager. It was a real pleasure to work with her."

Natalie Kirkoroglu Growth & Transformation Advisor

" I have worked with Kerstin for roughly 3 years and couldn't recommend her any more highly. Her ability to understand her client's business needs and craft a strategy that delivers its objectives is unlike anything I have seen before. She goes above and beyond, always pushing herself harder to find new ways to challenge herself and excel in her role. Kerstin is an excellent role model and motivating her team just comes naturally to her."

Britta Mickeler Team Lead Digital Sales, Tamedia