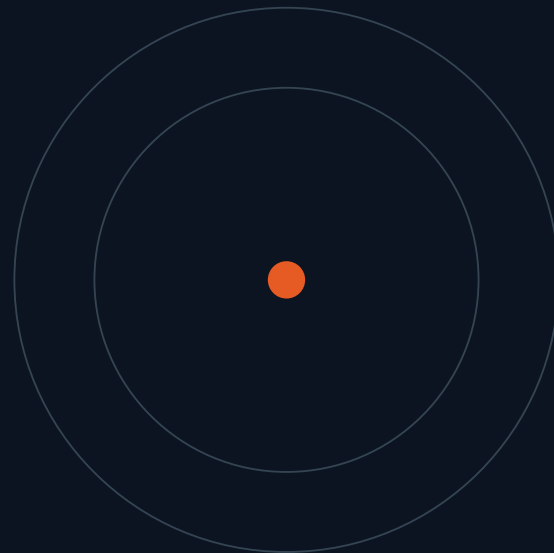




Gillon

Hunter.

Where there's a Gill, there's a way.

MARKETING · DIGITAL · OPERATIONS · AI · LEADERSHIP

gillonhunter.com

Aiming for the end-percentile in everything I do.

WRITTEN BY AN EARTHLING...

I'm a 44-years-young British-born Dad of two - in pursuit of excellence and forever improvement.

Dedicated to high performance in every aspect of life.

Born and raised in the Lake District, UK. Fine-tuned in France where I have lived since 2009.

NATIVE

English

C1

French

FIT & HEALTHY

<60 bpm

The longer read.

- 01 I have 15+ years of experience in leadership, business management, marketing, communications, operations, and positive change-making. My work is driven by data, powered by human intuition, and amplified by AI.
- 02 Important note: I use AI in various ways to scale what I can output - but I do not use it for my own personal writing. This comes from human hands.
- 03 Operationally I've redesigned workflows, systems, and procedures for a significant number of people, leading many teams and companies forward into more effective and lucrative ways of working.
- 04 Hinging around maximum productivity, I've created a high output workflow using time boxing for proactive (80%) and reactive (20%) time - planning each week in sprints - focused on the projects that matter most.
- 05 Both in-house and agency-side, I've helped to move the needle for around 50 companies worldwide in an eclectic mix of industries from adventure sports, technology and travel to property and product companies.
- 06 When I shut down the iMac, you can find me on a mountain - riding bikes, skiing, exploring. Often with my two amazing daughters.
- 07 I'm on a never-ending quest for self-improvement and learning. I have a keen interest in psychology, science, podcasts, music, health, and fitness.
- 08 Aiming for end percentile performance and living life to the fullest.

Systems thinking with a human touch.

-
- | | | |
|----|--------------------------------|---|
| 01 | Strategy & commercial thinking | Business improvement, positioning and growth plans that connect marketing activity to commercial performance. |
| 02 | Digital & search | Search as one connected ecosystem, spanning SEO, paid media, emerging LLM discovery, acquisition and analytics. |
| 03 | AI & automation | Practical AI-assisted operations, agentic workflows and automation that remove friction and improve productivity. |
| 04 | Operations & systems | Processes, platforms and operating rhythms designed to make teams faster, clearer and more consistent. |
| 05 | Brand & communication | Brand positioning, messaging and content to give stand-out experiences across every customer touchpoint. |
-

Making things happen since 1981.

Titles and dates. Full role details and company links are available online.

NOV 2025 - PRESENT	Head of Marketing Koroyd	01
MAR 2014 - PRESENT	Founder Web Vibes	02
SEP 2024 - NOV 2025	Head of Marketing & Integrations ETERNITI > Emerald Stay > Bo House > Verbier Exclusive > Luderna > French Cowboys	03
FEB 2024 - NOV 2025	M&A Integration Manager ETERNITI > Emerald Stay > Bo House > Verbier Exclusive > Luderna > French Cowboys	04
MAR 2021 - APR 2025	Owner, Superhost & Preferred Partner Loft du Soleil	05
MAR 2019 - SEP 2024	Marketing Consultant Beauchamp Estates	06
MAY 2022 - MAY 2024	Alpine & Digital Marketing Director Athena Advisers	07
APR 2019 - SEP 2022	Marketing Manager Koroyd	08
NOV 2016 - MAR 2019	Head of Digital Beauchamp Estates	09
NOV 2015 - NOV 2016	Head of Digital Relevance Web Marketing	10
NOV 2014 - DEC 2015	Digital Marketing Manager Yonderbound	11
JUL 2012 - MAR 2014	Digital Account Director Relevance Web Marketing	12

Foundational values.

Pillars for how I think, communicate, create and move things forward.

01

Communication

02

Openness

03

Responsiveness

04

Creativity

05

Kindness

06

Empathy

07

Progression

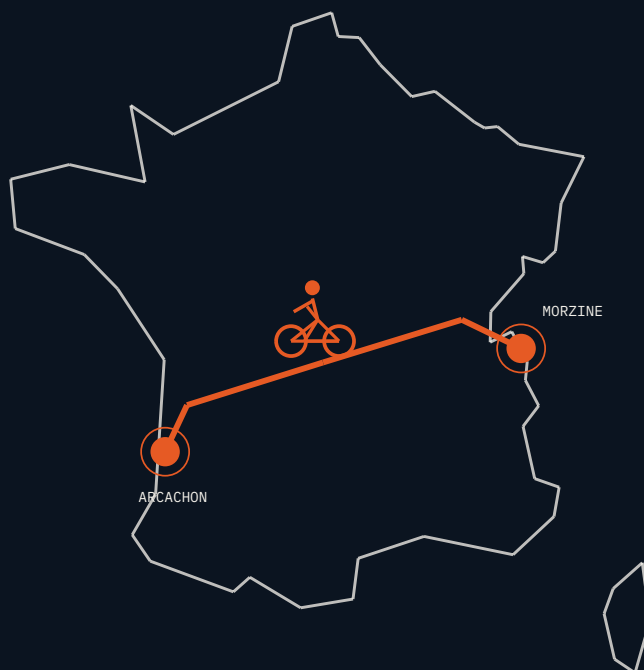
08

Excellence

I have ambitious roadmaps.

2021 / MORZINE TO ARCACHON / 5 DAYS

In 2021, I rode across France from the mountains to the Atlantic in five days, raising money for a local environmental cause along the way.



DISTANCE

880 km

CLIMBING

9,260 m

MOVING TIME

42:35 hrs

RAISED

€1,415

Built for speed.

A Mac Mini M6 driving dual Studio Displays. It's a deliberately high-end choice for maximum productivity: keeping multiple workflows moving at full speed.

DESK MACHINE

Mac Mini M6

Top Spec

SCREENS

2 x 27 inch

Mac Studio Displays

PORTABLE MACHINE

MacBook Pro

Top Spec

Learning > qualifications alone

I'm on a never-ending mission to learn more about science, psychology, the world, technology, business, people and planet, then apply those learnings to every facet of life.

2021

BSc Environmental Science

The Open University · Distinction, top 10%

2017

Marketing Leadership

Squared Online · Distinction, top 10%

DAILY

Axe sharpening

Podcasts · reading · training · applying

#betterneverquits

COFFEE?

If you like what you see, the
coffee's on me.

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gillonthunter@gmail.com

WEBSITE

gillonthunter.com

RECOMMENDATIONS & TESTIMONIALS

Read them online

Generated 29/08/2026