Matthew Staroste

Digital agency leader

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To whom it may concern,

My name is Matt – I'm an experienced digital agency leader who creates close client relationships, healthy delivery and margins, and provides strategic depth for sharper work and better pitches.

I'm back in Perth after almost two years in London, and I'm looking for a leadership role in a growing independent agency. I'm open on the exact shape of it, whether that's Agency Operations, Account Directorship or contributing to the Brand and Digital strategy offering.

The best way I can describe myself is a digital agency jack-of-all-trades (and master of some). At equ, I looked after a book of retainers that stayed highly profitable and achieved a client NPS of 88. At Roobix, I was part of the leadership team that grew the client roster from 96 to more than 150, and used marketing automation to cut cost of acquisition from 14% to 4%. At Signifly, I've been promoted twice in under two years, leading brand and digital strategy for the London studio and shaping how new work is scoped and won. In all three roles, I shared responsibility for bringing in new work and expanding client footprint – at equ and Signifly, I was directly responsible for $600k and £400k of new revenue, respectively, in my short time there.

What draws me to Juicebox is how it's built. Brand, technology and growth sit with one team, and the people who scope the work are the people who deliver it. I'm very keen to learn more about what makes the agency tick and how I can get involved in the next phase of growth.

Thank you for taking the time to review this CV, and please get in touch with any questions about my experience.

Cheers,
Matt

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I keep agencies running well, with clients close, teams delivering, margins healthy and the work sharp.

I've spent almost two years at Signifly's London studio, where I was promoted twice, most recently to Lead Consultant, and I'm now back in Perth. Before London I had nearly two years at equ, running highly profitable retainers with a client NPS of 88, and four years at Roobix, helping grow the client roster from 96 to more than 150.

My core skill sets are brand development, client development, pre-sales, digital strategy and agency efficiency.

The role I'm looking for

Leadership role within a growing, ambitious independent agency, working alongside people of impeccable talent and contributing to the bottom line of how the agency runs day to day.

Agency operator
Resourcing, utilisation, margins, process and reporting, so the agency runs predictably and stays profitable.

Client lead
Senior relationships, account health and growth, and delivery that gives clients a reason to stay.

Brand and digital strategist
Enough strategic depth to shape the work, sharpen pitches and scope new business properly.

Above all, I want to be the person the team and clients can rely on to build brands people love.

Experience

Lead Consultant — Feb 2025 – present
Signifly, London

Promoted twice in under two years, first to Strategy Team Lead, then to Lead Consultant.

- Head up brand and digital strategy in the London studio, helping businesses become stronger digital brands.
- Shape pre-sales discovery and scopes of work, and vet new business so engagements start on solid ground.
- Responsible for a portfolio of digital product builds, cross-functional projects and growth-marketing retainers.
- Lead the strategy team, owning quality of output, career development and shared frameworks for client work.
- Market the studio and drive new business well beyond the day-to-day role.

Selected work: Varden Club, Prolific and Soapbox.

Senior Strategic Account Manager

Mar 2023 – Dec 2024

equ, Perth

Achieved a client NPS of 88.

- Managed highly profitable retainers end to end, building product and campaign roadmaps and running delivery.
- Balanced team utilisation and capacity to protect margins while meeting shared client KPIs.
- Helped clients define their marketing technology and get more from it.
- Worked with the sales team to bring new clients on board smoothly.

Selected work: Rottnest Island Authority, REIWA and Woodside.

Practice Manager – Strategy

Nov 2017 – Nov 2021

Roobix, Subiaco

Promoted from Senior Account Manager in November 2018.

Cut cost of acquisition from 14% to 4% and lifted lead generation by 26% with marketing automation.

- Helped grow the client roster from 96 to more than 150 as part of the leadership team.
- Introduced business-wide pipeline tracking that improved lead quality and conversion year on year.
- Led a team of four strategists and stepped in as creative lead across copy, design and content.
- Co-designed the agency's innovation function with the CEO and COO, testing and launching new digital services.
- Led Roobix's own brand positioning and annual go-to-market strategy through a period of fast growth.

Marketing Communications Officer

Feb 2016 – Jul 2017

Yamatji Marlpa Aboriginal Corporation, Perth

- Delivered corporate communications, media releases and stakeholder material for the executive team.
- Produced multimedia content for regional events, newsletters and PR campaigns across Western Australia.

Education

Advanced Diploma, Digital Screen and Cinema

North Metropolitan TAFE, 2022

Selected as film producer through a competitive expression of interest.

Screenwriting, directing and production on industry-standard kit, including RED, Blackmagic and DaVinci.

Masters, International Journalism and Communications

University of Western Australia, 2015

Managing editor and producer; Sky News Australia placement.

Bachelors, Communications and Media Studies

University of Ottawa, 2013

Graduated with distinction; studied semiotics, public relations and branding.

Images and links for the selected work are on the interactive version at matthewstaroste.xyz.