Dan Whitehouse

Head of Performance and Paid Media

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Available immediately | Permanent or contract | London, South East or remote

Profile

Performance marketing leader with more than 15 years across agency and brand side. Most recently Head of Acquisition and Performance Marketing at a regulated UK telehealth subscription brand, where I led the recovery of new customer acquisition across Google and Meta and rebuilt the measurement behind it. Hands-on in Google Ads, Meta, GA4, GTM and BigQuery, and comfortable running agencies, budgets and board-level reporting. Available immediately.

Core skills

Paid search and paid social leadership | Value-based and margin-led bidding | Meta recovery and creative testing | GA4, GTM, BigQuery, Looker Studio | Offline conversions and Meta CAPI | Agency management | Regulated sector marketing (ASA, MHRA, GPhC) | Board and C-suite reporting

Experience

Head of Acquisition and Performance Marketing (contract) | CheqUp Health

Jan 2026 to present

UK GLP-1 weight management telehealth subscription business, regulated by the ASA, MHRA and GPhC. Brought in to own paid acquisition across Google and Meta, then led the diagnosis and recovery of a sharp fall in new customer acquisition, reporting daily to the CEO and founder.

- Ran the acquisition recovery programme: isolated causes across bidding, tracking, landing pages and pricing with evidence the board could act on, and owned the acquisition slide at board level.
- Designed and launched value-based bidding on Google Ads with guardrails built from a Stripe and BigQuery cohort model (product margins, ROAS floors, break-even CPA), lifting traffic 48% in the first week.
- Moved the business from judging Google and Meta on cost per sale to margin per sale, with a daily margin report from the order warehouse.
- Built the evidence that sessions from price-led ads converted at 3.21% against 1.22% without price, then led price and trust-line ad copy tests across Google and Meta.
- Put fulfilled orders and retractions back into Google Ads (offline conversions) and Meta CAPI, so platforms optimise to customers actually served rather than checkouts; server-side tagging live.
- Governed the Kinesso (Omnicom) relationship through the recovery: weekly priorities, a 90-day performance assessment, a stabilisation plan, and the move to a new agency in October 2026.
- Built an automation layer in Google Ads Scripts and Apps Script: bid strategy monitoring, funnel and traffic-quality reporting, daily guardrail alerts and AI-written executive summaries.

Client Partner (contract) | Impression

Jul to Dec 2025

Lead partner across Specsavers, Stella McCartney, Warwick Business School, Vax, Oliver Bonas and Triumph.

- Stabilised delivery on at-risk accounts: pacing, SLAs, QA, reporting and clear RACI ownership across search, social and programmatic.
- Brought digital, creative, analytics and brand teams round shared commercial goals and sharpened performance reporting for senior client audiences.

Performance Planning Director (contract) | Starcom

May to Jul 2025

Senior multi-market lead in a centralised planning hub on L'Oréal.

- Joined up search, social, programmatic and AV planning across markets and tightened the link between strategy, analytics and activation.

Head of Paid Social (contract) | Incubeta

Feb to May 2025

Owned the UK paid social proposition across tier 1 accounts.

- Set full-funnel paid social strategy with testing and measurement frameworks, and coached the team.

Performance Lead (contract) | Wavemaker (WPP Media)

Oct 2024 to Jan 2025

Multi-channel performance delivery through a transition period.

- Delivered record Black Friday results across search, social and programmatic; strengthened QA and workflow across activation teams.

Performance Director | Mediahub Worldwide
Mar to Oct 2024

Performance across Bicester Village, Celebrity Cruises and Pinterest.

Global Activation Lead | Omnicom Media Group
Feb to Dec 2023

Global activation for Philips (Versuni) across more than 20 markets.

- Ran activation standards, governance and reporting across markets for a global client.

Head of Performance Marketing | Positive (now Brand Potential), Richmond
Sep 2020 to Feb 2023

- Built the performance department from scratch to 10 people with a £2.2m a year P&L and 17% year-on-year growth.
- Led new business pitches and integrated channel strategies.

Earlier career

Earlier roles include Head of Search, Marketing Director and Head of Digital, at agencies including Mindshare, working on Ford, Honda, Mazda, Jaguar Land Rover, Unilever and Chanel.

Education

MSc International Business, Marketing and IT, Heriot-Watt University (2:1)