

Joshua Pevy

Partnerships & Account Management | Affiliate & Partnership Marketing | CRO, Growth & Analytics
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PROFILE

Partnerships and account management professional with 14+ years across financial services, e-commerce and digital media. Most recently a foundation team member at InfoChoice Group, running the commercial and conversion performance of Australia's largest finance comparison brands. Earlier, built and led the APAC network at Optimise Media Group. Equally comfortable negotiating a commercial partnership and building the data pipeline that proves it worked. Open to senior account management, partnerships and growth roles in Brisbane or remote.

CORE SKILLS

Commercial Partnership marketing | Affiliate and publisher networks | Account management | Commercial negotiation | Client retention | Budget and margin ownership

Growth Conversion rate optimisation | Experiment design and analysis | Lifecycle and CRM | Paid media | Lead generation | Attribution modelling

Platforms Tune (HasOffers) | GA4 | Looker Studio | Salesforce | HubSpot | Braze | Mailchimp | Brevo | Insightly | Convert | Google Tag Manager | Microsoft Clarity

Technical SQL | Google Apps Script | REST API integration | TypeScript and Next.js | Postgres | AI-assisted workflows (Claude Code, MCP)

EXPERIENCE

InfoChoice Group | Digital Account Manager Sep 2020 – Jan 2026 | Brisbane, QLD

Foundation team member reporting to the General Manager, Digital Brands, owning the commercial and conversion performance of Savings.com.au, YourMortgage.com.au and InfoChoice.com.au for bank, lender and broker clients.

- Owned 130 campaigns a month across three consumer brands, holding the group's tier-one bank and lender accounts
- Lifted yield per user 55% across the portfolio, including a comparison table test that removed visual highlighting from promoted rows and doubled overall click-through, on the reading that the highlighting was being interpreted as advertising rather than as a recommendation
- Killed a filter-stripping test on Savings.com.au after Microsoft Clarity session replay showed it broke how users narrowed products, rather than running it out to significance
- Held 80% of the client base through the Savings Media Group to InfoChoice Group rebrand and the relaunch of two consumer brands, renegotiating scope account by account through the transition
- Opened direct partnerships with national mortgage broker networks, moving lead supply off pure affiliate placement
- Replaced manual reporting with Google Apps Script pipelines against the Tune (HasOffers) API, with rate calculation logic, deduplication and incremental fetching, feeding blended Looker Studio dashboards for share of voice and budget against actual
- Owned insertion orders, billing and compliance, with accountability for margin and group profitability

Custom Chemicals International | Marketing & Operations Manager Apr 2019 – Sep 2020 | Brisbane, QLD

Newly created role partnering with the board of directors on strategy and the ground-up launch of the ProBlue product range.

- Built the omnichannel sales and marketing strategy for the ProBlue range and delivered the supporting websites from concept to live

- Ran the first CRM implementation in the company's history, moving the customer base off a shared Excel sheet onto Insightly, including company-wide training and documentation
- Took on operations and fulfilment alongside marketing, cutting order error rates and bringing dispatch lead times to a consistent standard customers could plan around

Optimise Media Group | Account Executive to Head of Network, APAC Jun 2013 – Jun 2017 | Sydney, NSW

Joined a UK-headquartered performance marketing network as an Account Executive and was promoted in July 2015 to lead the APAC network, reporting to the CEO (Australia) and the UK board, with four direct reports.

- Grew the network more than 100% year on year to 650+ publishing partners and 40+ advertiser clients
- Held Vodafone as an exclusive client covering all affiliate placement, reporting and call tracking activity
- Implemented SOS tracking across the network, extending attribution further down the funnel so partners could see which of their own sources actually converted and shift volume toward them
- Cut network fraud materially off the back of that same visibility, using the downstream partner detail it exposed to identify and block bad traffic before it was paid on
- Built commercial models beyond standard affiliate, including cost per call, cost per install, mobile, chatbot and paid affiliate, negotiating bespoke commission structures per partner
- Recruited, onboarded and developed the regional network team, with shared accountability for partner growth, retention and commercial performance
- Won new business by building brief responses off client strategy and historical performance data rather than generic capability decks

Forward Online | Co-Founder & Director Jul 2014 – Dec 2018 | Sydney, NSW

Digital marketing venture run alongside the Optimise Media Group role, delivering email, lead generation and paid social services to clients.

- Built, segmented and monetised a global email database to 11M records at peak, designing the lead generation funnels and chatbot automation behind it
- Planned and optimised PPC and Facebook campaigns across a large portfolio of concurrent campaigns and landing pages

SELECTED PROJECTS

Editable multi-touch attribution model | jpevy.com.au/work/attribution

Interactive model running six attribution rules side by side on user-supplied journey data, with a sensitivity view showing which channels change rank when the rule changes, and a method note on why attribution does not establish incrementality. Built to settle the first touch against last touch argument with figures rather than opinion.

Three-year growth forecast model | jpevy.com.au/work/growthmodel

Re-pointable 36-month forecast covering volume-driven segments, recurring revenue streams, phased cost lines, paid acquisition with geometric survival, sustained breakeven and a two-axis sensitivity grid.

comparethat.com.au | jpevy.com.au/work/comparethat

Comparison infrastructure for Australian household finance, built and deployed solo across eight consumer verticals. Live ingestion from Consumer Data Right endpoints and the APRA MySuper publication writes read-only canonical tables, with an editor-owned curation layer that ranks and annotates but cannot overwrite a published rate. Category-aware regulatory disclosure travels with every table, including into multi-tenant white-label embeds on partner domains. Public launch is gated on licensing rather than on the software.

EARLIER EXPERIENCE

Concession Executive, EYE Corp

Feb 2012 – Nov 2012

Deal Co-Ordinator, eBay Australia & NZ

Mar 2011 – Dec 2011

OUTSIDE WORK

Film photography, including restoring the cameras. Aquascaping, terrariums and bonsai, which are all the same hobby wearing different hats: build a small closed system, get the balance wrong, and wait a long time to find out. Good practice for the day job.