

http://

about our world experience service project contact

Ross Macintyre - Digital Freelance

Supporting businesses to connect and engage with their audience

Digital Strategy
Responsive websites
Social Media consultancy

ABOUT

With 7 years experience at a PMCO pan-european branding agency and 3 of those as Head of Digital, I am excellently placed to support businesses with digital services. It's about understanding the opportunity or challenge at hand, stepping into the customer's shoes, and identifying how to connect and engage with them? I know the jargon at the office and communicate very clearly to ensure there's understanding, alignment, and above all, a passion to drive success. There's no fluff and I'm very personable, see me in action at TEDx

OUR CONNECTED WORLD

I'm deeply fascinated in how the on and offline environments have irreversibly collapsed into one, and technology is increasingly integrating our everyday lives. Users increasingly move from the real to the virtual world without hesitation, seamlessly. Companies are recognising this, however, the single space at which people are shifting their behaviours and attitudes, that are resulting in companies being left behind. New devices, software updates, another social media platform, and a constant means demand to provide more consistent speed and control, and users will gravitate towards the specific that deliver in these areas. It's time to keep up with change.

EXPERIENCE

PMCO

Understanding the user behaviour, and their triggers and barriers to conversion, opens opportunities to thrive in a highly fragmented world. Refining my digital strategy and shopper marketing skills for global companies including P&G, Red Bull, Benetton, United Biscuits and Dr Oetker. I have expertise in digital services that provides the presence that companies and brands require.

START UPS

There is nothing more rewarding than supporting a start up to market. It's fast, energetic and ensures builds and learnings that changes marketing activities instantly. Supporting companies such as the fancy dress supplier, Morphhuts, from just an idea to a million pound enterprise. Business the agility and flexibility required for business acceleration.

AGENCY

The demands are constant and the rewards are fulfilling. Thriving in an environment where combining speed, competence and expertise is the surefire way in helping clients achieve their goals. With 7 years agency experience, of which 3 years were heading the digital department, I know what it takes to deliver strategy, team management and project delivery.

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