

# ZOË KIFF (nee 'LEWIS')

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**An ambitious, committed, highly skilled senior marketing strategist, with 20 years experience working across leading retail, leisure, automotive and fmcg brands.**

## KEY COMPETENCIES AND SKILLS

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- Ability develop strategy and content that drives business value
- Specialises in CRM & Digital marketing methods, but ability to integrate this with the bigger picture and work with cross-functional teams
- End to end experience of campaign management process across all channels including strategy, data, creative, delivery and analysis
- Ability to engage with and influence senior management both agency and client side
- Experience developing effective cross-channel acquisition and retention strategies
- Strong ability to analyse a broad variety of customer and performance data deriving insights and identifying opportunities
- Experienced manager and team leader

## WORK EXPERIENCE

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### Freelance Strategy Consultant, agency and client-side

**August 2013 – Present**

Previous clients include:

Feb 2023 – present: time out from freelancing to raise my toddler born in 2021. During this time I have also undertaken an intensive course in Google Ads strategy, an area I have always been interested in but never been able to deep dive!

Nov 2022 – Feb 2023: **Baber Smith**; working on a number of projects with **American Express**. Mostly focused on communicating promotional messages and influencing behaviour amongst their existing card holder audience B2C and B2B.

Aug 2022 – Nov 2022: **MBA Stack**; working with Shells internal comms team to develop a content strategy aimed at giving employees the right 'language' to explain the positive work **Shell Global** does in the sustainability space.

Jun 2022 – Aug 2022: **BBH**; Working alongside a cross-functional team on a project to persuade existing **Tesco Clubcard** users to download and use their new mobile app

Nov 2020 – May 2022: **Havas Helia** Strategy Director working on **Lloyds Bank B2B** CRM Strategy, including a CRM overhaul which involved the rethinking of their entire digital CRM strategy.

Dec 2018 to 2020: Non-Exec Marketing Director for Fin-tech start-up '**Brickflow**' which launched in October 2019, working alongside a team of entrepreneurs to create revolutionary, market-changing software to help property developers finance their projects. Responsible for deciding upon and setting up paid and organic marketing methods.

June-Sept 2019: **CMDi**: Worked as part of a team creating global social media and content strategy for property body **Chartered Institute of Building (CIOB)**

May 2019: **Health Unlimited:** Strategy Directing a pitch for the **NHS**, focused on recruiting more care workers into the sector

Aug – Dec 2018, **Wunderman:** CRM strategy for **Samsung UK**, working across a range of projects from new product launches to developing lifecycle comms

Apr – Jul 2018, **POSSIBLE:** developed the strategy for a content 'warehouse' solution for **Phillip Morris International**

Jul – Nov 2017, **Clevertouch Marketing:** provided marketing consultancy on two large projects for **Fujitsu** and **OCLC**. The focus of these projects was on bridging the gap between CRM strategy and best use of the marketing automation technology which delivers it.

Jun 2016 – May 2017, **O2 B2B Content and Creative team:** Responsible for developing content strategy to support B2B marketing objectives for 2017. Managed creation of content from strategy through to delivery. Content takes several forms; video, social media short-format posts, editorial, animations.

Mar 2015 – May 2016, **O2 B2B CRM team:** Developed and directed 2016 CRM programme from 'business-first' sales-based approach to 'customer-first' content based approach leading to improvements in engagement and loyalty rates

Feb 2014 – Mar 2015, **Shell Global (Wunderman):** developing and improving loyalty comms on & offline for their loyalty scheme

Aug 2013 – Feb 2014, Clients during this time have included **Tesco Mobile (LIDA)**, **Scottish Power (Bright Blue Day)** and some smaller local businesses; **Sustainable Marine Energy**, **The Good Whey** and **Energy Express**.

## **Senior Strategist, LIDA (M&C Saatchi Group)**

**May 2012 – Aug 2013**

### **Role:**

One of a team of two digital experts in the business, responsible for developing LIDA's digital offering across the agencies key accounts; M&S, Tesco Mobile, Boots, MINI and the RAF.

### **Summary of work:**

- Responsibility for developing digital strategies for MINI, the RAF, Boots, M&S Per Una and Tesco Mobile. This covers a wide range of acquisition and retention campaign activity, to integrate closely with other channels
- Acted as digital consultant to the agencies other key accounts on a project-basis: O2, IKEA and The National Trust
- Developed social media & content strategies for MINI, the RAF and currently Boots, covering core strands of daily activity in Facebook, Google+, YouTube and Twitter alongside developing blogger outreach, Pinterest and other opportunities to connect with customers through social media
- Worked strategically across numerous new business pitches, including most recent successes on Virgin Holidays and Boots digital business (LIDA previously worked only on Advantage Card loyalty programme)
- Responsible for setting up the agency's digital reporting capabilities using a range of web analytics and social listening tools
- Management of a small team of digital strategists and social media managers. Also brought in community management to the agency, developing this as an offering for both MINI and the RAF

## **Group Account Planner, Candi**

**April 2008 – May 2012**

### **Role:**

Head planner on Morrisons, HTC, Which?, Ubisoft Imagine (computer games). Also worked strategically and creatively on Disaronno, John Lewis, Whitbread Restaurants, Polaroid and Sara Lee (Douwe Egberts) accounts. Responsible for the outputs and management of Planning team at Candi. Most recently, lead planner on new Morrisons eCommerce proposition.

#### **Summary of work:**

##### *End to end campaign planning*

- Created digital strategy for new Morrisons.co.uk site sections and strategic roadmap for mobile
- Responsible for directing development of Morrisons social media & content programme leading to positive coverage across Facebook, Twitter plus key foodie and mummy blogs and forums
- Developed highly successful CRM strategies for John Lewis, HTC and consulted in-house team for Which?
- Lead planning team to develop digital element of national acquisition campaign for Ubisoft Imagine, targeting audience of 7-13 year old girls. Socially driven competition attracted over 50k entries
- Responsible for driving new project opportunities across accounts

##### *Pitch planning*

- Planner on winning pitches for John Lewis, Whitbread Restaurants and most recently Morrisons new eCommerce site (coming soon), HTC and Which?

##### *Team leadership*

- Lead a team of 6 planners (from junior to senior)
- Developed Candi planning processes, templates and standards as the agency has grown
- Implemented data analysis and metrics reporting, evolved eCRM & social media capabilities within the agency to significantly improve its robustness and professionalism

#### **Digital Customer Retention Manager, Argos**

**February 2006 – April 2008**

##### **Role:**

Planning and delivery of end-to-end customer retention programme within the eCommerce marketing team.

##### **Summary of work:**

- Lead overhaul of digital CRM systems and creative:
- Developed and managed Argos' first foray into social media
- Boosted annual email revenue by 21%
- Increasing return visits to argos.co.uk

#### **Account Manager, Planning-inc**

**November 2003 – February 2006**

Responsible for the account management of the database and analytics agency's key account, BT Yahoo! Internet (residential broadband product). Worked alongside data planners to devise and implement strategic marketing plans to improve customer retention and engagement with the BT Yahoo! brand

#### **Marketing Assistant, Revlon International** (placement year)

**July 2001 – August 2002**

Responsible for coordinating a wide range of marketing and sales initiatives for the marketing team, focusing on Scandinavia markets. Role included primary and secondary research to support strategic campaigns and project managing point of sale and PR activity

#### **EDUCATION AND QUALIFICATIONS**

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##### **Loughborough University**

BSc (Hons) Management Science **(2.1)**

**1999-2003**

A-Levels: Design & Technology **(A)**, Business Studies **(A)**, Geography **(B)**  
9 GCSE's (All grade B and above) including Mathematics and English

## INTERESTS AND SKILLS

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- **Horse Riding** – I have owned my own horse from an early age and compete at dressage on a semi-professional basis. Recent achievements include reaching the top 100 British Dressage riders in the UK at Small Tour level.
- **Sailing** – satisfying a love of the ocean has taken me on several exciting adventures, including the Isle of Wight 'Round the Island Race' every year since 2011 and being part of the winning crew at the New Zealand Bay of Islands Regatta Week 2017.