



CONTACT

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[LinkedIn](#)

EDUCATION

INTERNATIONAL BUSINESS

MANAGEMENT WITH FRENCH

University of Newcastle Upon Tyne
2001 - 2005

BA Honours with high 2:1
Erasmus year in France

INSTITUTE OF INTEGRATIVE NUTRITION

2017 - 2018

Twelve-month study of nutrition,
holistic health and health coach
training

DIGITAL MARKETING FUNDAMENTALS

APRIL 2023

Best-practice digital marketing
training for in-house marketers

AREAS OF EXPERTISE

- Brand building & strategy
- Marketing strategy & planning
- Campaign creation
- Customer marketing
- Brand partnerships
- Digital and social marketing
- Lead generation
- Employee engagement
- Project management

ZINNIA HARRIS

EXPERIENCED STRATEGY DIRECTOR

A highly skilled senior marketing professional with over 15 years' experience in building and executing integrated strategies that drive revenue, brand love, growth and a loyal customer base. Strategic, creative and commercially savvy with a proven track record working with start-ups, scale-ups and established brands across B2B and B2C.

EMPLOYMENT

EARN STUDIOS

May 2023 - present

SPACEHIVE

Jan - Mar 2023

DIGITAS

Sept - Dec 2022

PEPSICO (S&B: internal agency)

June - August 2022

MCCANN HEALTH

May 2022

OTHERWAY

March - April 2022

Maternity Leave

DIGITAS

May - June 2021

MCCANN HEALTH

April 2021

VERIS STRATEGIES

Dec 2020 - Mar 2021

FIRST MILE

2018 - 2020

Freelance Strategy Lead

Brand, sponsorship and communications strategy for BP Group brands: bp pulse, Castrol and Aral

Freelance Marketing Consultant

Social strategy, CRM, new website launch and lead generation campaign development

Freelance Strategy Director

Leading multiple high-stake CRM projects for BT/EE

Freelance Strategy Director

Lead brand strategist for Rockstar Energy & Pipers, both recently acquired by Pepsico

Freelance Strategy Director

Lead strategist for Abbvie pitch on psoriasis

Freelance Strategy Director

Research and brand proposition development for sustainable fashion tech platform

Freelance Strategy Director

Led strategy team for the GSK account to deliver a YouTube playbook, global digital assets to launch new brand idea and strategic concepts for TikTok

Freelance Strategy Director

Lead strategist for a successful AstraZeneca pitch

Freelance Marketing Consultant

Brand strategy and growth marketing including B2B lead generation and CRM system implementation

Marketing Director

Fast-growing clean-tech business helping 30,000 customers lower their carbon footprint with zero-waste recycling and renewable energy.

Hands-on role in a fast-paced, dynamic environment with full responsibility for creating and executing the marketing and brand strategy to achieve business growth targets and OKRs. Member of SLT

- Established multi-functional marketing department from the ground up.
- Implemented rebrand with new visual identity, positioning and website.
- Overhauled customer comms with a new automated email journey to increase self-service adoption and online sales by 60% in six months.
- Developed annual multi-channel marketing and comms plan including development of employee engagement programme.
- Executed lead gen plan to optimise the funnel including drip marketing, paid social and referral initiatives, working collaboratively with Sales Team.
- Managed agency to drive PPC leads and increase revenue by 63% within 12 months while maintaining investment levels.
- Ongoing SEO to grow organic web traffic by 43%, overall web traffic by 69% and inbound leads by 51% YOY.

SKILLS

Excellent PowerPoint & presentation skills
Confident public speaker & communicator
Expert budget management & reporting skills
Experienced in data analysis & reporting

Program knowledge:
Mailchimp, Hootsuite, Google Analytics, Canva, SendGrid, Salesforce, Office 365, Shopify, SEMrush, Active Campaign

INTERESTS

Sustainability, health & wellness, sports and being outdoors
Podcast creator and co-host of Making It To Motherhood podcast

REFERENCES

CAITRIONA GALLAGHER

Strategy Partner, Digitas
Caitriona.Gallagher@digitas.com

PARRUS DOSHI

Head of Strategy, McCann Health
Parrus.Doshi@mccannhealth.com

JOE ALLEN

Chief Commercial Officer, First Mile
Joe.Allen@thefirstmile.co.uk

JAMAL BENMILOUD

Founder & CEO, EARN Studios
Jamal@earnstudios.com

EMPLOYMENT

EARN STUDIOS

2013 - 2018

AXA • Bulb • Castrol • EE
First Direct • Gymshark
Huel • LRS • Qualcomm
Pepsico • Samsung • SlimFast
Universal • Veuve Clicquot

Director & Head of Strategy

An innovation consultancy for brands needing game-changing strategy and share-worthy creative.

Founding member integral to growing and shaping the agency. Managed a team of strategists, creatives, account personnel and a wider network of freelancers. Worked with senior clients to develop disruptive multi-channel marketing.

Digitalisation, Customer Acquisition & Retention | SlimFast

Exceeded sales targets by re-inventing the SlimFast Challenge as a digital-first initiative to recruit modern-day dieters. Launched app with 25,000+ users and built loyal, long-term active online community, leveraged as CRM tool.

New Product & Brand Development | Lucozade Ribena Suntory

Led an incubator team to create and launch Merchant's Heart – a premium range of mixers, working across the full marketing mix and developing the brand. Sold in 500 stockists in launch year and created a quarterly magazine (Kanpai!) aimed at discerning drinkers and drink-makers.

Strategic Brand Partnership | McCormick + BuzzFeed Tasty

Established a brand partnership for seasoning brand Schwartz and BuzzFeed's food publication – Tasty, with a co-branded range of seasoning blends, enabling Schwartz to reach millennials via DTC and e-commerce channels.

New Target Audience | EE

Created EE Limited Editions, a mobile network fronted by YouTubers to promote to their fans and drive PAYG sales amongst young data-hungry consumers. An ambitious multi-stakeholder project resulting in 50,000 customers and 200% ROI in first three months.

Brand Engagement & Sponsorship Activation | Castrol

Established Castrol as most shared sponsor of the 2014 FIFA World Cup with Castrol Footkhana; a disruptive, multi-channel content-led campaign targeted at football and motorsports fans. Managed network of agencies with a £3MM budget. Lead film received 1 million+ shares and 25 million+ YouTube views.

VISION NINE

2011 - 2013

Coca-Cola Brands:
Burn Energy • Powerade
Relentless Energy • Zico
Coconut Water

Account Director

Lifestyle and culture marketing and events agency.

Built integrated marketing strategies for fast-growing Coca-Cola brands. Developed global marketing plans and toolkits to be activated at regional levels and managed budgets of £1MM p.a. Integral to winning new business and driving the company re-brand.

KINC

2005 - 2011

LG Electronics • Monster Energy • Nike • Nokia
Paul Frank

Account Manager

Communications and brand engagement agency.

Adapted global marketing strategies into relevant regional campaigns and developed pan-European marketing plans and toolkits for local market execution. Managed brand ambassador teams for Nokia, Nike ACG & Monster Energy.

LEVEL WATER

2013 - 2016

Trustee

UK charity providing specialist disability swimming lessons to disabled children. Advised on early growth strategy and fund-raising initiatives.