



Sarah.Caseberry@gmail.com



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PROFILE

Strategist, story teller, opportunity explorer and problem solver. Focused on marketing transformation, with a keen interest in omnichannel experiences & emerging technologies. I specialise in helping brands understand their purpose, identifying what their audience needs, why they're able to meet those needs, and how to make it happen.

SKILLS

Strategic Planning and Visioning

Problem Solving

Process Change

Project Management

Budgeting

Capability

Team Management

Stakeholder Management

Agile

Consumer Experience Strategy

Digital Marketing

Demand Gen

Comms Planning

Brand Strategy

Channel Strategy

SEO & SEM

Performance Marketing

Data

Paid Media

Sales Enablement

Research and insights

Events

Analytics and reporting

CRM

Ecomm & Trade

Production

Influencer management

ABM

SARAH CASEBERRY

EXPERIENCE



Britvic PLC – Global Head of Digital, Consumer Experience Hub

May 2020 – present

- Responsible for acceleration of digital and marketing effectiveness, driving customer-centric planning, omnichannel optimisation and transformational process change to unlock growth opportunity and drive net revenue
- Consultant to marketing leads across eight brands (including Tango, London Essence, Robinsons), acting as subject matter expert and all-round strategic support, ensuring customer need and omnichannel experience sits at the heart of all planning
- Point person connecting marketing to other BU's across the business such as ecom, retail, wholesale and trade marketing – collaborating with these functions to ensure they have the tools for success
- Running programme to optimise current presence and performance in retail as well as exploration of new routes to market – including big four, DTC, out of home, delivery aggregator, Amazon and Amazon Fresh
- Implement path to purchase model and best practice paid media for sales
- Setting up and running enablement programme, uncovering problems and opportunities across the business and finding ways to fix or utilise them – this includes running pilots to prove effectiveness and then scaling globally, putting in place best practice guidelines, toolkits and governance, and procuring necessary martech solutions
- Leading project to embed a data driven model by in-housing data streams, bringing in new data streams, and building intuitive dashboards that facilitate real and near time insights
- Development of attribution model to measure impact of online activity on overall brand and business measures and in relation to offline performance
- Responsible for improvement of all customer (b2c and b2b) facing content and creative, ensuring it's made for channel and optimised for objective – management of in-house studio and 3 content managers to facilitate this as well as ownership of 'always-on' social programme
- Supervision of DAM (internal and delivery of assets to third parties such as retailers and trade) and management of direct report who runs day to day and maintenance of the programme
- Build capability of digital marketing within brand teams and across the business, and establish/manage a roster of key agency suppliers



Key Achievements

- *Development of team vision and roadmap with buy in from senior stakeholders – successful execution of year one of this plan*
- *Embedded platform optimisation workstream and a new path to purchase model which to date has:*
 - *driven a 200+% increase in sales in Amazon alone*
 - *driven revenue growth across all retailers*
 - *attributed to 10% increase in online share of total sales*
 - *improved ECI scores (brand presence in retail vs competitor)*
- *Developed digital strategy process and rolled out across the businesses using agile principles and project management*

VOLUNTEERING

- Trustee, Board of Trustees, Women's Aid, Bromley and Croydon
Jan 2019 – present
- Crisis at Christmas volunteer
2015 – present
- General volunteer, homeless support network, London
2012 – present

INTERESTS

Outside work I like to travel with my family, read at least four books a week, collect and listen to vinyl, watch cozy crime mysteries, bake bread, and write stories.

EDUCATION

2000-2002 Hugh Baird College

- A Level History
- A Level English
- A Level Sociology
- A/S Level Psychology
- AVCE Media and Communications

1995-2000 Chesterfield High School

- 7 GCSE's (A-C)



HP Inc – Director/Head of Digital Marketing & Strategy, Omnichannel
Lead May 2016 – May 2019

- Management of the omnichannel transformation project, including issue identification and resolution planning/testing, procurement of resource and martech solutions, embedding and scaling of solutions, to drive optimised customer and consumer experiences across the business
- Responsible for definition of three year integrated digital marketing roadmap & vision, incl. objective/KPI setting, measurement & performance tracking, activation planning & management of \$5m+ budgets
- Management of BAU digital marketing programme, including content and comms, co-marketing, ecommerce acquisition and new RTM, demand gen/ABM and CRM strategy, sales enablement, data programme, event planning, digital agency roster, and line management of 2 subject matter experts (SEO and data) as well as multiple dotted lines
- Point person between marketing and other vital functions and RTM business units such as ecom, sales, category, trade and channel
- Management of asset and web programme for NPDs throughout gating process, inc. agency briefing, production (inc. leading shoots), best practice brand/style guidelines, website and content development
- Consultant to marketing campaign leads, acting as the strategy expert in key areas such as comms, digital, omnichannel, performance marketing, etc in order to ensure optimised customer and consumer experiences – also leading training and upskilling of digital capabilities



Key Achievements

- *New vision and digital roadmap developed for EMEA - scaled to global with exec buy in on aggressive timelines, first half results included:*
 - 30% increase in on-time-delivery of assets and content
 - 57% increase in channel 'perfect presence' scores
 - 28% increase in organic search to landing pages
 - 20% increase in direct sales and attributed % increase in SME and enterprise sales
- *Set up of editorial newsroom with new agency, including a high profile editor & experienced journalists, also scaled to global*
- *Roll out of new campaign briefing & approval process, and new production process & guidelines, both now embedded globally*
- *Set up marketing dashboards and measurement of online performance, as well as detailed customer research & journey mapping programme*



Freelance strategy and omnichannel marketing consultant

2010 – present (between perm and long term contracts)

- AYS: clients such as RB, Mead Johnson – leading brand identity and brand purpose projects in China, India and the US
- MomentumABM: clients including Google, Finastra and HP – leading global B2B, ABM and sales enablement projects
- SYZGY: global clients such as GSK, Kyocera, Mazda, Allianz – strat lead for digital, omnichannel, CRM, CX, website UX and build projects
- FKC: Superdrug – CRM, paid media and brand strategy
- Unit 9: IQOS – global brand strategy, event planning, ROI modelling
- White Bear: Kopparberg – brand and channel strategy, sales enablement
- RAPP: various pharma clients – brand strategy, web development, omnichannel optimisation
- Mollie (FS PSP) – brand rework and channel strategy

TOOLS AND SOFTWARE

- ✓ MS Office
- ✓ Adobe Creative Cloud
- ✓ Google Analytics
- ✓ Adobe Analytics
- ✓ Adobe Experience Manager
- ✓ SAP analytics
- ✓ Salesforce & Eloqua
- ✓ OPAL, Trello, Asana
- ✓ Sysomos & Crimson Hexagon
- ✓ Sprinklr & Buddy Media
- ✓ Various other Martech solutions

REFERENCES

Available upon request



Strategy Director, Gyro London (B2B agency)

Jan – May 2016



Strategy Director, Critical Mass (digital agency)

October 2015 – Jan 2016

Hired into Critical Mass to overhaul the strategy and digital marketing offering and take strategic ownership of the primary client, HP. Subsequently TUPE'd to Gyro to continue this role at the request of client CMO before going in-house.



Key Achievements

- *Developed and rolled out first EMEA wide digital brand marketing strategy for HP, sold in to all EMEA and country marketing stakeholders*
- *Developed first EMEA wide content & asset vision for HP spanning owned platforms and ecom as well as channel, trade and sales that resulted in:*
 - *47% increase in contacts captured*
 - *20% increase in direct sales and attributed % increase in SME and enterprise sales*
 - *overall improved consideration metrics in platform*
- *Set up first centralised editorial team for HP and put in place local content leads in 7 countries*



Lead Strategist, Proximity London (creative agency)

July – October 2015

Lead strategist leading working across the global Bacardi portfolio. Developing integrated marketing framework for consumer, trade and retail channels.



Key Achievements

- *50% increase in online engagement and 27% online audience growth*
- *40% increase in CTR to website and 15% increase in CTR to 'gold' trade accounts*



Strategy Director, VCCP Kin (content & advertising agency)

May 2013 – July 2015

Leading integrated strategy and pitches for a broad range of global clients such as O2, British Gas, ASDA, Molson Coors and Cadbury, as well as management of strategy and editorial teams (up to 12 direct reports)



Key Achievements

- *Evolved strategy team to embed SEO & data as part of omnichannel approach*
- *Sold in/set up and managed content newsroom for biggest agency client and then scaled to additional clients*
- *Lead an agile 'content response' team for same client, able to turn around content in less than 48hrs on tight budgets*



Lead Digital and Social Strategist, R/GA (digital agency)

Feb 2012 – May 2013



Senior Digital Strategist, 3 Monkeys (PR agency)

Jan 2011 – Feb 2012



Senior Marketing Strategist and Global Platform Lead (music agency)

Nov 2005 – Jan 2011