



## CELIA SHEPHERD CURRICULUM VITAE

**PROFILE** A versatile marketing professional with knowledge of Corporate Responsibility, Sustainability principles, and Climate Change impact plus specialist expertise in Digital, Data, CRM and Innovation. A creatively commercial planner with a flair for leveraging foresight, insight for storytelling to address business transformation ambitions. A confident communicator with a collaborative style that motivates with a strong track record of change management and turning new insights into profitable solutions.

### WORK EXPERIENCE

From May 21 **Freelance Strategy Director & Part Time Masters Student:** MSc Corporate Responsibility & Sustainability (*Graduate in May 23*).

- Multi-Channel Marketing Strategy
- Strategic Planning & Research
- Data analysis and interpretation
- Insight generation, Proposition development & Storytelling
- Customer Experience specialist: Data, CRM and engagement initiatives
- CSR/ESG Practices
- Stakeholder Management/Engagement

Sept 20-Apr 21 **International Marketing Planning Lead:** Royal Mail

- Poached by the International marketing team to head up Royal Mail's Brexit marketing communications planning – pre and post the Brexit transition period.
- Responsible for the design and delivery of the marcomms plan: across paid, owned and earned media targeting Royal Mail's internal and external stakeholders.
- Resulted in a successful campaigns and high engagement with key government departments.

Mar 19-Apr 21 **Senior Innovation lead (Digital & Marketing) : Royal Mail**

- Role was to research, identify and develop innovative digital products/services that deliver an outstanding customer experience at all stages of the parcels supply chain and that support and enhance Royal Mail's operational efficiency capability and where possible address environmental targets.
- Accountable for producing high quality proposals that showcase new technologies and digital solutions with customer journey and operational improvements along with financial and benefit realisation projections.
- Owner of the digital innovation strategy responsible for developing and managing the innovation roadmap and pipeline with an annual budget of over £2m for proof-of-concept testing and presenting business cases to senior stakeholders for investment.
- Oversaw innovation concepts from ideation to delivery and evaluation leading x-functional teams across the business in Technology, Product, Marketing, Data and Operations for scalable transformation programs. Actively sourced all external partners and start up's that demonstrated the best new tech thinking, could disrupt and provide SaaS development for specific use cases on an exclusive basis for Royal Mail. Included sourcing new Digital Identity solution, improving Customer Journeys and trialing Customer Digital solutions.

Jan 18- Mar 19 **Senior Strategic Planning Lead, Royal Mail MarketReach**

- A strategic marketing planning role to promote the use of Royal Mail direct marketing channels to media buyers and marketers and to demonstrate how businesses can reach and engage new audiences using Royal Mail services.

- This included using tools/commissioned research to generate value propositions segmented customer content for campaigns, webinars plus persuasive presentations for the direct marketing, business development, sales support teams and industry bodies (DMA, CIM).
- Successfully introduced a Customer Experience/Journey Mapping tool ensuring that all customer touch points were tracked against other channels as well as the use of QR codes/VR, geo-fencing and programmatic mail.

May 14- Dec 17 **Interim Strategy Director/Head of Planning**

- Strategy Director at Grey London on Which?, Boots and Alphega Pharmacies
- Senior Strategist at VCCPme on Saga Holidays (Data & CRM)
- Strategy Director at Jack Morton on Virtual Events and Digital Measurement
- Planning Director at Me.JPMH on Nestle Purina & American Express
- Planning Director at MullenLowe on Ethiad Airways

Mar 13-Apr 14 **Interim Head of Planning, Publicis Blueprint**

- Contract to introduce Planning with purpose of training and instilling best practice principles and providing strategic direction for Blueprint and adding value to key client accounts; including Asda, George, Vue Cinemas.
- Led brand development project, which consisted of running brand workshops, developing propositions and final brand positioning for marketing and PR use.
- Refined approach to new business development, mentored small marketing team and worked directly with account teams on Content strategies.

2012 - 13: **Freelance planning projects** for various clients.

- Projects include working on leading brands such as The White Company (CRM), Casio (Loyalty), Mercedes Benz (Innovation) and Samaritans (CRM, fundraising)

Sept 11 - Apr 12 **Head of Data/Strategic Planning, Whitewater (Not for Profit Agency)**

- Employed to set up a Whitewater data planning and analytics service for charity clients as well as to provide strategic planning support across all client accounts and new business. Main clients included the RSPCA, The Christie, The Brooke, The Woodland Trust and the Samaritans
- Won the agency pitch for the Samaritans DM/CRM account in March 2012 against six other agencies. Created a Value Segmentation Model for The Brooke. Segmenting and profiling RSPCA's audience/customer base.

Oct 10 - Sept 11 **Head of Planning, Burnett Works (Not for Profit Agency)**

- Responsible for establishing a new Planning function into the agency - day to day included providing strategic input into charity client briefs and supporter development, devising and testing campaign propositions, developing donor acquisition and engagement strategies, running internal and external workshops. Commissioning research and conducting data audit, profiling and analysis on clients' donor database. Clients: The RAF Benevolent Fund, Leonard Cheshire Disability, Camphill Village Trust, Plan UK and Kings College, London.

Feb 02- Oct 10 **Marketing Planning Consultant, Self Employed**

- Various projects for Clients: The Energy Saving Trust, Dept of Transport, Dept for Energy and Climate Change, EHS Brann, Story Worldwide, Haymarket Network, Land Registry, Barclaycard and BskyB.

Aug 00 - Jan 02 **Channel Head, Mongrel Worlds**

- Mongrel was a digital start-up company aiming to offer services to the Self-Employed (Launched as *Alodis*), as well as the Student and Working Parent markets, following dotcom fallout Mongrel went into Administration in Sept 2001 and ceased trading in Jan 2002. As a Channel Head, I held dual roles reporting directly to the Chief Executive.

**Head for Marketing Strategy & Customer Operations:**

- Group responsibility for all marketing planning and management of customer operations. Ensure quality of customer communications and service across all platforms. Planning of DM & customer contact strategies for acquisition & retention. Troubleshooting on all aspects of group operations: call centre operation, web & group technological infrastructure and customer database development.

**Head of Working Parents Service:**

- From early concept developed full business plan for a membership service. Recruited and managed a team of 10. Initial acquisition platforms for launch were print and digital magazines and a member website providing relevant content and chat forums. Commissioned market & consumer research to explore/identify working parents needs/pain points, from which developed range of products and services from selected partners. Developed Brand identity and go to market activity.

## EDUCATION

- **MSc Corporate Responsibility and Sustainability:** Birkbeck, University of London
- **Al Gore's Climate Reality Project: Leadership Corps Training Certificate**
- **CIM Diploma in Marketing Management: Decision & Analysis**
- **BA Honours Business Studies,** Thames Valley University
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## INTERESTS

Photography, the arts, technology, Climate Change impact and conservation.