

Relevant experience to the role

- Proven digital, content, social and comms leadership experience working alongside clients and partners in the UK and abroad, including those starting out online, through to internationally recognised household names
- **Demonstrable tech related paid and organic, digital, social, and content marketing experience for Canon EMEA, Sophos, Toshiba, Logitech, WWT, Dynabook, Twilio, Google, etc.**
- Senior (director/head of) roles within integrated and international strategic comms, PR, and digital agencies, often with a focus on content-powered strategic-creative growth, balancing commercial acumen (P&L, new business) and operational (client servicing, resource, innovation) priorities.
- Hands-on experience throughout organic and paid digital content marketing, including brand and creative strategy and ideation, content strategy, creative production, influencer marketing, SEO, internal comms and employer branding, thought leadership, paid social and search, and data analytics.
- Extensive experience managing teams of different sizes, and often complex, internal, client and collaborative partner relationships, acting as a point of contact and strategic counsel for stakeholders at all levels through to c-suite.
- Publishing and editorial background including deep knowledge of graphic, web, and video production, having worked with creative agency teams and resource seconded with global brands, delivering both b2c and b2b creator and influencer collaboration, thought leadership and video series, and recently working with (b2c and b2b) brands to plan and deliver the launch of their YouTube Shorts and TikTok channels
- International and award-winning b2c and b2b comms experience for tech, lifestyle, retail, purpose-led, corporate, entertainment, food and drink clients, and recently a focus on sustainability tech.
- Demonstrable contribution to agency and client social and digital growth and transformation, including new business, operational updates (influencer marketing and integrated intelligence), as well as the development of several examples of new collaborative intellectual property.
- Professional certification including Facebook Blueprint, Google Academy, LinkedIn, HubSpot Academy, and SEM Rush.

Employment.

Head of social media and influencer marketing (comms), Nelson Bostock/Fever PR (UNLIMITED Group) | June 2022 – Feb 2023

Responsible for digital, social, and influencer comms strategy and growth across teams in multiple agency teams within UNLIMITED's comms division, as well as operating at group level where required.

Work includes ensuring internal best practice, growth, and senior client counsel, nurturing opportunities with priority clients including strategic digital, social, content production, campaign, and influencer services across Canon EMEA and UK (b2c, b2b, corporate, sustainability, influencer marketing), Amazon Business, Toshiba (global sustainability), Discovery+ (retained influencer partner), etc.

At the same time, working with the wider group and SLT to consolidate digital comms, insight, and content with a view to establishing a centre of excellence designed to accelerate internal upskilling, and unlock new agency IP through closer operational collaboration with other areas of the group including HUL (Human Understanding Labs) and CCH (installing and seconding creative teams and production as part of client businesses).

Head of Digital (UK) Digital and Innovation, Instinctif Partners | Jan 2020 – March 2022

A member of the senior digital comms management team, I was directly responsible for achieving commercial and operational growth of strategic, content-led digital and social business and services. My time was split between supporting internal and

external stakeholders from marketing through to C-suite; providing strategic digital, brand, and creative counsel to a portfolio of international corporate, consumer, fin-tech, healthcare, and sustainability clients; while working with the wider agency, including Content and Creative (production), Truth.ms (specialist insights), and regional digital teams to develop the resources, toolkit and structure needed to extend the agency's digital services, strengthening group integration, and unlocking commercial potential.

Digital Director, Clarion Communications (WPP) | August 2016 – Jan 2020

Leading the agency's social media, digital and content marketing business, managing a dedicated team as well as contributors from other areas of the business and reporting directly into the MBM. Leading strategic digital relationships and counsel for several key brands, work included strategic editorial content and influencer marketing strategy and campaign delivery for clients including Hill's Pet Foods UK IE (Colgate Palmolive), ALDI, FORD, UNILEVER, and Dollar Shave Club, as well as playing a key role in the agency's own digital transformation, new business, mentoring and training.

Global Social Media Manager BSandT C/o Contiki Travel | July 2015 – August 2016

Sat within Contiki's Marketing Labs and responsible for global strategic social planning, work focussed on strengthening collaboration between the (9) global marketing teams, and the delivery of campaigns and creative partnerships (incl. Red Bull's Can You Make It adventure) designed to capture travellers' stories and experiences, making them active participants in the brand's story, and fuelling discovery, endorsement and booking.

Digital and Social Media Director, Wicked Web | August 2013 – July 2015

Leading strategic client services and managing a team of content and community executives (social, SEO, web copywriting); work focused on developing integrated social content and paid strategy for clients including Itsu and Wagamama.

Freelance and FTC | June 2012 – July 2013

Freelance and FTC digital, social, and content projects for clients including, Palmers, and Bosch, Siemens, and Booking.com

Education.

- Professional certification including Facebook Blueprint (paid social advertising), Google Academy (analytics, AdWords), LinkedIn (enrolled), HubSpot Academy (content and SEO).
- Oxford Brookes University French and Publishing (Yrs 1 & 2)
- Dulwich College: 4 A-levels and 10 GCSEs.

Technology and platform experience.

- Google (GA4/UI Analytics, AdWords, Tag Manager, Data Studio), Social Bakers, Hootsuite, Brandwatch, Talkwalker, SEM Rush, Global Web Index, Adobe Experience Manager, Sprinklr, Falcon

Software skills and experience.

- Experienced in all areas of MS Office
 - Proficient across Adobe Creative Suite (Photoshop, Illustrator, Premier), Apple FCP
 - Working knowledge of mobile, CMS, WordPress, Umbraco, Sitecore, and web authoring (HTML, CSS, and JS), including moderator status for www.envato.com
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