

## LINDSAY CARR

### Summary

- Brand and content strategist with 15 years' experience working in-house and agency side for brands including Orange, EE, Heathrow, Microsoft, Diageo and Universal
- Specialising in brand marketing, content, digital and social
- Passionate about driving business performance through creative communications
- Experienced in leading integrated, multi-channel brand campaigns
- Strong manager of cross functional teams, agencies and budgets
- Experienced in collaborating with senior stakeholders

### Experience

#### ***Freelance brand and content consultant, Digital Whiskey***

September 2019 – March 2021

- Led content, social and search strategy and campaigns to drive brand and commercial metrics including awareness, traffic and enquiries.
- Developed digital marketing campaigns for clients from diagnosis to brief, audience research, journey maps, media strategy, proposition and messaging development.
- Managed a virtual team of marketing specialists.
- Produced regular performance reports with insights and recommendations.

#### ***Senior strategist, Brilliant Noise***

November 2014 – July 2019

- Led strategy for branding, social, content, email, website, on-site signage, measurement and reporting for Heathrow Airport's new parking brand
- Developed social and content campaigns for Jaguar Land Rover, Porsche and Microsoft.
- Led the performance workstream for Diageo's employee digital skills programme.
- Created new business proposals for clients in the automotive, retail, travel, fashion, FMCG,

entertainment and charity sectors.

### ***Senior digital manager, EE***

July 2013 – October 2014

- Led the development of Wembley and EE partnership content, apps and digital hub.
- Responsible for improving the Wembley and EE in-stadium digital experience for guests.
- Produced video content for social channels driving awareness of the #1 network message.
- Produced social advertising campaign for EE Car Wi-Fi driving high levels of engagement.
- Planned and delivered Christmas digital campaign using innovative digital formats and a retargeting media strategy to drive demand.

### ***Advertising manager, Orange and EE***

August 2008 – July 2013

- Led integrated brand campaigns including the EE launch campaign with Kevin Bacon and the Orange cinema adverts with The Muppets.
- Delivered multiple advertising campaigns across cinema, TV, OOH, press, radio and digital.
- Led device-led campaigns in partnership with Apple, Samsung, Sony and Nokia.
- Responsible for overseeing TV, print and radio production in the UK, US and Europe.
- Led integrated communications teams including digital, retail, direct acquisition and PR.
- Managed budgets of up to £1.2m and responsible for negotiating with suppliers.
- Coordinated research projects and developed action plans in response to findings.

### **Training courses**

- Leadership programme - Centre for Teams
- Creative writing short course - The Writer agency
- Copywriting short course - The Guardian

### **Education**

*Sept 01 - June 05, Bournemouth University*

- BA (hons) International Marketing Management with French and Spanish - 2:1

*Sept 98 - July 00, Collingwood College 6th form*

- A-levels: French C, Theatre Studies A, Graphics D
- AS Level: Photography A