**LINDSAY CARR**

9 Herbert Road, Brighton, BN1 6PB | 07539 488655 | hello.lindsaycarr@gmail.com

# Summary

* Freelance brand marketing consultant with 15 years’ experience working in-house and agency side for brands including Orange, EE, Heathrow, Microsoft, Diageo and Universal
* Specialising in brand and digital strategy, planning and campaign management
* I believe strategy should be simple, actionable and measurable
* Passionate about driving business performance through effective communications
* Experienced in collaborating with senior clients
* Strong manager of cross functional teams, agencies and budgets

# Experience

## Freelance brand marketing consultant, Digital Whiskey

September 2019 – present

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

## Senior strategist, Brilliant Noise

November 2014 – July 2019

* Led the brand strategy for Heathrow Airport’s new parking brand including branding, social content, email, website, on-site signage, measurement and reporting.
* Led the performance work stream for Diageo’s Digital Decoded (digital skills) programme.
* Developed the strategy for a recruitment campaign for Jaguar Land Rover.
* Developed the strategy for Microsoft’s employee engagement programme, ‘Spark’.
* 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 and launch of the Wembley and EE partnership apps and web 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.
* Managed social advertising campaign for EE Car Wi-Fi driving high levels of engagement.
* Planned and delivered Christmas “switch the lights on” digital campaign using innovative formats and a retargeting media strategy to drive demand.

## Advertising Manager, Orange and EE

August 2008 – July 2013

* Developed integrated strategies for brand and acquisition 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.
* 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
* Copy writing 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