Caroline Gilmour

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About.



I’m a skilled Strategy Director with over fifteen years’ experience of leading agency teams, transforming customer experiences and helping clients turn chaos into order.

Qualities:

* Confident strategy leader
* Visionary and expert approach to marketing
* Believes in simple, executable and accessible approach

Specialities:

* Digital marketing
* Customer engagement, CX and loyalty marketing
* Brand and positioning
* Campaign and communications planning and delivery
* Workshop design and delivery

Work Experience.



January 2020 – present – Strategy/Customer Engagement Director // TeamITG

I am a Strategy Director at TeamITG, helping brands such as Currys, Co-op, Costa and KFC to create joined up, omnichannel, customer-focused marketing.

Responsibilities include:

* Leading a team of customer engagement strategists
* Leading on customer engagement and customer experience for key brands
* Working with data & analytics to lead on insight and sound customer strategies
* Development and deployment of the ITG Customer Experience methodology

Achievements:

* Instituting a new omnichannel approach to campaigns for Currys, resulting in 1m new subscribers to the Currys Perks programme in 12 months
* Creating a new, personalised customer marketing strategy for the Co-op
* Developing a digital transformation strategy for Costa’s in-store marketing
* Developing a new personalised customer strategy and journeys for Wickes

July 2019 – January 2020 – Freelance Strategist

I freelanced for various agencies and brands specialising in brand, communications, CRM and CX.

January 2018 – July 2019 – Strategy Director // Blue State Digital, London.

I was Strategy Director at this progressive agency specialising in work for the social good. I led on strategic consultation, CRM and CX development, brand development, digital strategy and delivery and communications approaches and delivery.

Responsibilities include:

* Thought leader across campaign and communications strategy
* Campaign and communications strategy, planning and delivery
* Brand platform development
* Lead in CRM and CX strategy
* Lead for the strategy component of new business projects

Achievements include:

* Devising a co-design approach and new global brand platform for Amnesty International
* Designing a cross-brand, integrated measurement framework and CRM and content marketing approach for Lloyds Banking Group
* Developing a brand and communications approach for the Internet Society
* Devising a strategic framework, up-skilling methodology and campaign strategy and ID for animal charity Four Paws
* Creating an approach to hiring and ways of working as part of a digital transformation project for the Royal College of General Practitioners

Aug 2017 – January 2018 – Freelance Strategist

I freelanced at Rapier as Senior Planner on the TalkTalk CRM account, developing comms and CX strategic approaches.

March 2016 – Aug 2017 – Strategy Director // Feed, London

I established the strategy function at Feed, employing three planners across regional and global accounts such as eBay, Gumtree, Betsson and Virgin Active.

Responsibilities include:

* Thought leader in providing new CRM/CX strategic approaches and innovation
* Strategic lead for all major campaigns from goal to delivery, according to the Feed planning framework
* Oversight of team of three planners embedded in eBay and Gumtree
* Use of qualitative and quantitative data to inform strategy
* Lead on results, analysis and testing/optimisation
* New business pitches.

Achievements include:

* I developed the Feed planning framework, encompassing brand planning, campaign planning and communications planning
* I introduced new value-add and strategic ways of working into the global eBay account (CRM, onsite, display and social), helping improve output considerably and increasing overall engagement by 5%
* I established insight and data-led approaches to all Feed accounts
* I led in winning Virgin Active and establishing as a strategic CRM account and increasing CTOR for flagship communications from 9% to 16% in the first month
* I led in expanding the Gumtree account to a full-service, strategic CRM account, increasing overall engagement by 5% and revenue from CRM by 6% within 12 months

May 2011 – March 2016 – Communications Strategist // ICLP, London.

I designed and implemented scalable global communications campaigns for Intel’s channel membership and loyalty programs with measurable success.

Responsibilities included:

* Integrated global CRM plans optimised for marketing automation (Adobe Campaign and Eloqua)
* Lead and demand generation campaigns
* Content marketing strategies for email and onsite
* Segmentation structure, buyer personas, insight and analysis
* Global brand strategy

Achievements included:

* Selling in and implementing a new channel communications plan globally, increasing e-communication engagement rates by 30% in the first quarter
* Designing a multi-layered segmentation structure for the global channel business
* Creating the brand platform for the channel marketing program

Nov 2010 – May 2011 – Freelance Strategist.

* Social media strategy and campaigns for Hovis and EMI (working for Starcom Mediavest)
* Content and strategy for independent PR agency Switch Communications.

Jan 2006 – Nov 2010 Senior Editor // Porter Novelli, London.

* Campaign concepts and collateral for HP, BT, Braun, Bang & Olufsen, Gillette, the Royal Mint, Easynet, NHS and Pfizer
  + - Insight generation and strategic planning for new business and major campaigns
    - New business proposals and pitches.

Oct 2002 – Jan 2006 Corporate Writer // Design Council, London.

* Content creation including case studies, news stories, web copy, brochures and speeches.

Feb 1996 – Oct 2002 Journalist // PC Direct Magazine, Ziff Davis, London.

* Nov 1998: Editor, Internet section
* Feb 1996: Staff writer.

Education.



* Warwick University, BA hons in English, 2:1
* Hills Road Sixth Form College, A levels in English, History and German
* Sawston Village College, 9 GCSEs.