Julie Reid

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**My profile**

Commercially aware brand and marketing strategist with over twelve years' experience in brand building, marketing strategy and content creation. A strategic, original thinker and creative problem solver with a passion for delivering pragmatic, actionable strategies based on customer research and business intelligence data to help business grow.

**Career summary**

**Jan 2021 – current Hallam** – *Certified B Corp Digital Marketing Agency, Times Top 100 Employer*

**Strategy Director**

* Lead the Strategy team, including product development, team management and capacity management to deliver revenue goals within the department; introduced customer research to the agency
* Lead the agency’s brand strategy offering, including brand development, brand positioning, brand naming and brand architecture
* Collaborate with the CEO, MD, Sales, Finance and Operations to develop the agency’s proposition and service offering, driving operational efficiencies and business performance
* Brief creative teams on the insights from customer, competitor and company research and work alongside them to develop creative work
* Deliver research-based brand and marketing strategies that drive multichannel, full-funnel marketing performance and deliver on business outcomes for clients
* Provide commentary and insights reports for clients on changing customer behaviour, marketing science trends, channel-specific trends and sector-based performance trends; introduced monthly trends reporting for the agency
* Lead new business activity as well as client upsells and cross-sells through strategic narratives and an integrated marketing approach
* Led the agency’s initiative to become B Corp certified and serve as the Sustainability lead through our employee engagement platform
* Deliver thought leadership through blogging, social media activity and public speaking
* Clients I helped win: GRI, Hitachi Energy, AGA Rangemaster, S4RB (now rebranded to Supply Pilot), International Fund for Animal Welfare

**Aug 2019 – Nov 2020 Planet Shine** *– Media platform, film agency and sustainability consultancy*

**Head of Content**

* Helped create SHINEfest 2020, a global event bringing together 46 speakers from 9 countries sharing their ‘lessons from lockdown’; interviewed speakers, wrote the articles, email and social content for the event; achieved an organic reach of 6.8m with over 40k engagements and more than 5k video views; turned all the conversations into a podcast with 845 downloads in 3 months
* Led our creative response to film projects – both in-house and for clients; highlights include interviewing Ella Daish in The Making of an Activist, Fearne Cotton for a film with The Vegan Society and everyday citizens taking part in a beach clean for Silentnight
* Created informational, inspiring, actionable content around sustainability, the climate crisis, human rights and ethical living for our global media platform; managed a team of freelance writers; wrote over 230 articles; and interviewed entrepreneurs, academics, influencers, thought leaders and everyday citizens; particularly proud of my 3-part series on food tech innovation with BlueNalu’s CEO Lou Cooperhouse on their cell-based fish product

**Jan 2018 – Jul 2019 Sagittarius Marketing** *– Digital marketing agency, Sitecore partner*

**Content Strategist / Senior Account Manager**

* Created and launched the Content department for the agency, responsible for defining our products and services and then delivering the work for clients; responsible for the P&L and achieved revenue target every month
* Performed content audits, wrote content strategies, created editorial roadmaps and wrote blogs; advocated for a content-first mentality, ensuring that customer-centric content drove UX, Design and Development
* Part of the pitch team at Sagittarius that won Baxi Heating; led the client relationship of what became one of the agency’s top accounts by revenue, with a cross-functional team to deliver against an annual roadmap, including UX, website design and build, app functionality and Sitecore personalisation

**Oct 2016 – Sep 2017 Condé Nast Johansens –** *Leading reference guide of luxury hotels, spas, venues*

**Digital Marketing Manager**

* Created and delivered the global digital marketing strategy for the brand, responsible for the digital marketing budget and reporting into the Group Publishing Director; drove growth and engagement across all digital marketing activity
* Set the editorial direction for the brand’s blog, commissioning articles from journalists and influencers; conducted interviews and wrote content regularly
* Delivered a presentation on digital marketing trends in the travel industry at Condé Nast Johansens’ annual conference to over 100 hoteliers in three countries
* Managed RFP and onboarding for an SEO agency and digital development agency; outlined key priorities for the site and managed development work, including implementing a new search functionality to improve UX
* Launched an additional revenue stream creating brand videos for hotels and produced the first video
* Grew the email database by 16% over 10 months; created an email preference centre and a welcome email series for new subscribers – the first Condé Nast UK title to do both
* Set a new social strategy to drive growth and engagement; grew Facebook followers by 6% and increased avg engagement rate 111% (organic and paid); grew Twitter followers by 7% and increased avg engagement rate 104% (all organic); grew Instagram followers by 98% and increased avg likes by 581% and avg comments by 647%; introduced Instagram stories for the brand as well as influencer activities

**Aug 2015 – Oct 2016 360i Europe** – *Digital marketing agency*

**Producer / Senior Account Manager**

* Managed production of website design and development, photo and video shoots, influencer activity, strategic consultancy and social creative campaigns; managed internal and freelance resources to deliver projects
* Built and maintained stakeholder relationships across a diverse client list, including Enterprise, Eurostar, General Electric, NOW TV, TUI and Carnival
* Produced The Victorian Photographer film for Enterprise Rent-a-Car, a two-day shoot in the Brecon Beacons with wet-plate colloidal photographer Kasia Wozniak; managed project budgets, timelines and delivery
* Edited the Open Road digital magazine for Enterprise Rent-a-Car, crafting the quarterly strategy, commissioning content from content agencies and freelancers, managing influencers and writing content
* Managed a two-day Cunard photoshoot at sea aboard Queen Mary 2 to capture stunning imagery for social activations; managed project budgets, timelines and delivery

**Jan 2014 – Jul 2015 1000heads** – *Social media agency*

**Senior Account Manager**

* Managed the client relationship for Benefit Cosmetics, one of the agency’s newest wins and high profile account, working directly with the MD; additional clients were Witch Skincare, Vosene and Triumph
* Led the creative and innovative responses against an annual roadmap of Benefit campaigns and product launches with multi-channel activations, including website builds, mobile apps, social campaigns, influencer activity and experiential activity
* Campaign highlights on Benefit include organising Brow Arch March in London (Benefit’s first charity event), the UK launch of They’re Real Mascara, doing a Benefit-takeover of a pub during the 2014 World Cup and the PORE O’Clock digital takeover, which led to a 53% increase in sales of POREfessional year-on-year

**May 2012 – Jan 2014 Propeller Communications** – *Digital communications agency*

**Account Manager**

* Managed several key accounts, including Young & Co.’s Pubs – the agency’s largest account which created websites and email templates for over 200 pubs in London and the Southwest
* Implemented a new workshop at Propeller Communications on content strategy and tone of voice that enabled us to deliver a website design that required very few amendments from the client, streamlining the process, cutting down on back-and-forth exchanges and delivering a website the client was happy with

**US Work Experience**

Intersections Inc. – Marketing Manager Sep 2010 – Feb 2012

Mack Crounse Group – Account Manager / Copywriter Jan 2008 – Aug 2009

**Education and qualifications**

Individual Member of the IPA 2023

Mini MBA in Brand Management, Mark Ritson / Marketing Week 2022

Mini MBA in Marketing, Mark Ritson / Marketing Week 2021

Chartered Institute of Marketing, Professional Diploma in Marketing  2013

University of Colorado Denver, BA in English and Minor in Art History 2007