

## WORK EXPERIENCE

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### Targus

#### *Senior Marketing Manager*

May 2023 to Present

#### *Content Marketing Manager*

June 2020 to May 2023

- Orchestrating a global rebranding project targeting young professionals, directing 8 cross-functional teams and managing a substantial budget, significantly enhancing brand visibility and market share.
- Spearheading a global sustainability strategy initiative, leading C-Suite stakeholders and executing organisational change across 145+ countries, resulting in a 13% YOY improvement in EcoVadis score.
- Implementing global marketing campaigns, leading multiple teams and coordinating with external agencies to ensure seamless execution across B2B and B2C audiences, driving measurable increases in lead generation and customer engagement.
- Pioneering innovative digital transformation tools for use across trade events, lead gen, sales enablement, web content, blogs & beyond.
- Overseeing a major digital transformation by migrating 300,000+ content pieces to a new DAM platform enhancing content accessibility and streamlining marketing processes.
- Implementing content management strategies and tools, such as streamlining channel marketing requests through smart automation, reducing time spent on ad-hoc email chains by over 60%.
- Managing end-to-end production of video, photography and visual storytelling materials. This includes campaign, case study & product videos, from concept & storyboarding to global distribution.
- Working with local markets to oversee & prioritise strategic content regionalisation. This includes project management of translation into over 20 languages, managing central & local budgets.
- Employee of the Quarter, Q1, 2023: Recognized for outstanding performance and impact.

### The Green Age

December 2017 to June 2020

#### *Content Manager*

- A data-driven content strategy role as the head of an industry-leading authority on energy & environmentalism.
- Comprehensive control of all digital platforms, encompassing SEO, SEM, PPC, social media, lead gen, & more.
- Cultivation across all forms of branding & content, including ownership of the Green Age website & all related campaigns.
- Creation of over 50 keyword optimised blogs and web pages aimed at improving overall domain authority, in tandem with backlink building and metadata tactics.
- Led & executed growth strategy encompassing PR, publications, communications, & client relations.
- Management of the D2C Shopify sales platform, working with suppliers & overseeing all sales & fulfilment.

### Brightbeam Digital

April 2017 to December 2017

#### *Marketing Executive*

- Content marketing role for an innovative digital media start-up, emphasising communications, client acquisitions, & campaign management.
- Strong focus on mixed-media growth strategy, using cross-platform remarketing to build a strong client-base.
- Development of a robust brand identity via extensive segmentation research & stakeholder management.
- Strategic utilisation of data-driven insights to drive growth & market position.
- Targeting & development of B2B materials to effectively establish & nurture new partnerships.

### The Soapbox Collaborative

September 2015 to September 2016

## *Communications Executive*

- Content, copywriting, & communications strategist for an international women's charity.
- Ownership of overall content strategy, including press releases, social media, blog, web copy, publications & partnerships.
- Delivery of strong branding materials to engage both local audiences & potential donors.
- Collaboration with contacts across Africa & Asia to build strategic communications for local communities. This included unique challenges, from illiterate & disengaged audiences, to inadequate printing & shipping facilities.

Mountain & Outdoor Company

June 2015 to September 2015

### *Head of English Content*

- Fixed term position at an international industry-leader in ski rental services, based in Paris & collaborating closely with associates across Europe.
- Delivery of all English-speaking communications, branding, & content.
- Development & maintenance of key B2B relationships with businesses & individuals in the UK.
- Regionalisation & creation of core brand materials for targeted UK market growth.
- High emphasis on data-driven digital metrics & regular reporting on traffic, SEO & social media KPIs.

Jolly Clothing

September 2014 to January 2015

### *Copywriter & Marketing Associate*

Celtic Trails Walking Holidays

May 2013 to January 2014

### *Digital & Social Media Marketing Associate*

## Education

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London School of Economics

*Sustainability Communications*

Until 2023

University of Aberdeen

*History MA*

Until 2016

## Key Skills

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Branding; campaign management; sustainability communications; data-driven insights; content strategy; market regionalisation; digital tools; channel marketing (B2B & B2C); content management; growth marketing; media production; product marketing; project management; content syndication; website management; SEO; stakeholder management; lead generation

## Tools & Software

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Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects); CMS (WordPress, Shopify); CRM (Salesforce, HubSpot); DAM (MediaValet, Bynder, Amplifi); Email Marketing (Mailchimp, Klaviyo); Microsoft Suite (Excel, SharePoint, Forms, Teams, Word, Power Automate); PPC (Google Ads, LinkedIn, Instagram, Facebook); SEO & Analytics (Google Analytics, Semrush, Moz, Google Search Console); Social Media Management (Hootsuite, Sprout Social); Syndication (1WorldSync, CNET, GfK Etalize, IceCat)

## Portfolio & References

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Visit my portfolio at [downescreative.com](https://downescreative.com) or scan to view →

References available on request.

