

Karen E Lewis

Editor | Content Director | Writer | Strategist | Consultant | Digital Marketing

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Experience

Creative Writer and Content Strategist, BPPTS

October 2019 – present

- **Blog Management:** Launch new blogging platform on GOV.UK site. Write, edit and publish blog posts. Manage editorial calendar and establish the external communications strategy to reflect the competency areas of the BPPTS practices. Develop the external voice of the organisation, adhering to BPPTS brand guidance, while also meeting the GOV.UK style guidelines.
- **Corporate Communication:** Edit and write internal communications covering key areas including employee engagement, cultural transformation, career mobility and progression, diversity, inclusion and wellness.

Content Strategist and Writer (freelance contractor)

October 2017 – present

- **Content Development:** Write blog posts, articles, e-books, email copywriting, white papers and case studies. Develop long- and short-form copy to connect with a variety of audiences through different mediums including web sites, micro sites landing pages and digital newsletters and email campaigns.
- **Magazine Writer:** Write feature articles for bi-monthly technology magazine; create interview guides, research relevant topics and interview subject matter experts.

Content Director and Strategist, IBM Watson IoT

November 2016 – October 2018

- **Content Development:** Develop and deliver content strategy, tracking performance and optimising journey to improve engagement and conversion rates.
- **Editorial Strategy:** Ensure editorial strategy and supporting objectives are met within scope and budget, as well as on schedule. Manage the creative lifecycle of content from conception to post-production, ensuring content created supports overall marketing vision and strategy. Actively manage content publishing across digital campaigns, events, blogs, social media, and external communications. Proactively look for additional opportunities to strengthen messaging across channels.
- **Blog Management:** Write, edit and publish blogs. Manage blog calendar; project manage contributors and strategy. Work closely with internal experts, external influencer and clients to create content. Optimise content performance using analytics and reporting tools.
- **User Experience Journeys:** Work with digital strategists, portfolio managers, product managers and user designers to develop engaging user experiences across different web sites, micro sites, community forums and commerce sites.
- **Social Content:** Create and execute a social content strategy aligned with campaigns and projects.

Marketing Strategist and Launch Manager, IBM Systems

August 2014 – November 2016

- **Marketing Strategy:** Plan, create and deliver messaging and assets to be used across multiple sales (direct and indirect) and marketing channels, including enablement, campaigns, events, digital and social.
- **Content Manager:** Architect client engagement journeys; develop content marketing strategy; conduct interviews with internal and external parties to gain insight into create narratives, articles and blogs; provide content for sales and field enablement initiatives; curate and plan content delivery; develop and manage several focused newsletters targeting developers and line-of-business contacts.
- **Launch Manager:** Signature Moment, announcement and launch planning (budget, offerings, messaging, assets, reporting and tracking) across all go-to-market channels inclusive of business partners, direct and indirect sellers, alliance partners and ISVs.

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Lecturer, University of Southampton, School of Business Management
September 2013 - June 2015

- Lecturer: Oversee, develop and promote fresh teaching and learning approaches and material to create interest, understanding and enthusiasm among students; promote the use of appropriate media to support student learning; set and mark coursework and exams, providing constructive feedback to students; design, develop and deliver an innovative curriculum. Subject matter expertise: Customer Insight, Marketing Analytics, Neuro-marketing, Digital Marketing, Campaign Management, Integrated Marketing Communications, Branding, Storytelling and Narrative.

Worldwide Competitive Market Manager, IBM Software
February 2005 - July 2013

- Competitive Strategy: Primary marketing interface to business leaders at global and local levels; develop a thorough understanding of the market to define an overall strategy for market segments including offering plans, channels/routes to market and pricing/business cases documented in the business plan.
- Market Management: Create and execute marketing plans to include market segmentation model and priorities; develop portfolio messaging and market positioning for selected market segments; prioritise marketing programmes, routes to market and channel enablement requirements to meet marketing revenue goals.
- Competitive Insight: Drive increased white space and competitive market awareness; conduct competitor analysis and develop appropriate competitive sales enablement and marketing materials to support a differentiated value proposition; provide sales and marketing leadership in communications to existing, white space and competitive install base accounts; develop and deploy competitive sales initiatives, marketing campaigns and enablement activities to internal and external audiences.

Worldwide Go-to-Market Manager, IBM Software
December 2002 - February 2005

- Marketing Strategy: Define and execute go-to-market (GTM) marketing strategy; develop marketing plans and supporting sales activities; deliver the GTM marketing plan for specific software brand area penetration for incumbent and white space customers.
- Campaign Management: Work across the software marketing teams and lead the development of an integrated marketing plan; conduct geographic briefings, create quarterly marketing guidance and plans, engage appropriate marketing channels to support software marketplace.
- Content Development: Create marketing content (e.g., analyst reports, brochures, white papers, newsletters, articles); collaborate with 3rd party business consultants, analysts and internal experts to create content; offer content and editorial leadership to selected publications, user groups and 3rd party sites; manage internal and external agency resources.
- Sales Enablement: Plan and deploy quarterly marketing/sales initiatives; create sales kits for use by sellers. Achievements: Playbook activities resulted in a 28% increase in revenue YTY through telesales and 21% through brand specialists.

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Manager, Integrated Marketing Communications, IBM

April 2001 - December 2002

- **Management:** Manage and lead the Integrated Marketing Communications (IMC) team of specialists and strategists representing the software business units in the Americas; build a skilled community across IMC Specialist and Strategist Marketing Team (Americas); ensure integration and collaboration between IMC disciplines to maximise campaigns.
- **Campaign Management:** Oversee integrated marketing communications and campaign activity representing software brands in the Americas; prioritise campaign workload for the functional marketing team; build and manage the master marketing plan across the software brand segments; conduct weekly campaign reviews; analyse and modify plans and structure as needed.
- **Business Planning:** Develop communications plans for software marketing; establish productive people management practices to maximise employee involvement, build customer value skills, balance resources, promote exacting standards and levels of performance; recognise and reward excellence; support workforce diversity.

Worldwide Marketing Manager, IBM Knowledge Management

March 2000 - April 2001

- **Community Management:** Develop and manage the strategy for several external community sites: define mission statement and editorial goals; establish and meet membership and visitor engagement goals. Oversee the editorial and publishing aspects of a digital, subscription-based newsletter.
- **Content Development:** Create content for internal and external deliverables; adhere to guidelines for branding, tone of voice, content/editorial strategy, consistency of message.
- **Campaign Management:** Manage creation and execution of campaign materials for use in quarterly campaigns; project manage vendors and manage the budget; develop and manage internal and external communications to ensure field sales and Business Partners are equipped with enablement resources to generate opportunities.

Marketing Manager, IBM Consulting and Services

June 1998 - December 1999

- **Marketing Strategy:** Develop the marketing plans to achieve geographical revenue targets for services business units; create revenue-generating marketing and portfolio positioning; work with the services practice area managers to build content for marketing; generate sales leads and prospects for the services organisation; establish communication plan that covered worldwide and geography-based sales, marketing and practice management.
- **Business Planning:** Implement global marketing strategies across the EMEA region via a mix of regional marketing and communications professionals; ensure the marketing mix covers direct channels, vertical markets, as well as external influencers such as press and analysts.
- **Content Development:** Manage collateral development and brand identify, ensuring application of worldwide guidelines throughout all internal and external communications vehicles.

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Enterprise and IT Marketing Manager, IBM Software
November 1995 - June 1998

- **Management:** Manage customer relationship marketing team; implement global marketing strategies across the EMEA region via a mix of regional marketing and communications professionals, with particular focus on direct and indirect channels, vertical markets and 3rd party influencers; manage and implement the loyalty and relationship marketing programme; ensure scalability and customisation across more than 40 countries.
- **Community Management:** Drive marketing activity into a new member-based developer community; scope out and launch a digital community-based web site catering for developer needs.

Manager, Partner and Enterprise Marketing Group, Lotus Development
March 1994 - November 1995

- **Manager:** Develop and manage marketing team responsible for product positioning programmes targeting developer, LOB, and IT markets; work with the product and industry marketing managers to drive awareness of Lotus solutions and technologies. Manage a team of channel marketing professionals responsible for developing and executing marketing programmes throughout the United Kingdom and Ireland. Implement global marketing strategies across the EMEA region via a mix of regional marketing and communications professionals; create localised marketing campaigns using global marketing initiatives as a baseline.
- **Business and Campaign Planning:** Develop and execute direct marketing, merchandising and product positioning programmes targeting enterprise customers evaluating solutions; develop campaigns for the enterprise customer segment to generate sales leads and prospects for Business Partners and Lotus sales.

Sales Representative, Lotus Development
March 1993 - March 1994

- **Business Development:** Develop profitable business relationships with mid-tier organisations and business partners to drive pipeline and revenue; work with territory sales representatives to support enterprise customers and named accounts; ensure customers have access to technical and marketing pre-sales support materials; attend events; coordinate territory activities of demonstration representatives.

Corporate Communications and Business Development Manager, Ackerman & Company
September 1989 – March 1993

- **Communications Strategy:** Direct the activities of the corporate marketing department for an organisation focused on facilities management, commercial property development and leasing, property management and contract administration; provide corporate marketing and research services to the facilities and asset management division; work as part of a team providing exemplary tenant representation; create value through innovative, well-orchestrated marketing activity.
- **Business Development:** Start-up and manage a consulting practice that provided marketing research and consulting; provide speech-writing, PR and fund-raising activity support to the President and CEO.

Education

University of Bath, Post-graduate coursework: Marketing and Business Management, 2005 - 2006

IBM Institute of Knowledge Management, Master Class: Storytelling, Jun 2000

Boston College, Bachelor of Arts, English and History, 1984 - 1988