

Rachel Oliver

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PERSONAL SUMMARY

Creative communications and marketing professional proficient across the full marketing mix from devising strategic approaches to delivering campaigns with real impact.

With an intrapreneurial mindset and the drive to make things happen, I have a proven track record of working at pace, on my own initiative or as a team, building brands, growing audiences and furthering clients' ambitions across third, corporate and creative sectors.

WORK EXPERIENCE

ELLODAVE - Brand Strategist

May 2023 - Present

- Re-positioning agency and developing refreshed verbal identity.
- Working across a portfolio of existing clients proposing strategic solutions to clients' business challenges.
- Diversifying portfolio of clients through in-bound marketing activity and networking.
- Conducting customer, stakeholder and competitor research.
- Originating ideas for campaigns and developing content across all channels.
- Conceptual copywriting and developing messaging strategies.

ELEVEN - Marketing Strategist

Jan 2022 - May 2023

- Developing agency marketing strategy.
- Leading client and colleague workshops, focus groups and audience testing sessions.
- Supervising and mentoring Marketing Manager.
- Researching and gathering data and insights to develop well-informed strategic plans.
- Proposing strategic solutions to clients' marketing challenges - working across a portfolio of existing clients and on new business activity.
- Identifying and distilling strategy and insights into clear and actionable creative briefs.
- Working collaboratively with the wider team to generate original ideas.
- Developing positioning statements, personas, journeys and messaging frameworks.
- Evaluating the effectiveness of strategies and optimising as appropriate.

ELLODAVE - Marketing & Communications Manager

Oct 2018 - Jan 2022

- Managed marketing & communications for a portfolio of B2B & B2C clients in the luxury homes and gardens sector.
- Line managed team of two.
- Ran digital campaigns attracting over 5 million website visitors
- Launched and grew the Garden Escape e-magazine subscriber list from scratch to over 30K
- Generated over £1.5m of earned media mentions

- Won a RHS Chelsea Flower Show gold medal (whilst disrupting the status quo with a drag queen DJ resulting in international media coverage)
- Led on the brand strategy for Breeze House Designs Ltd re-brand
- Generated over 45k brochure requests and enquiries
- Created the Work from Home Forever Guide resulting in 6k downloads
- Introduced collaboration with micro influencer
- Published over 1K social media posts
- Planned and delivered video content for 2 virtual RHS Chelsea Flower Shows

CIRCUS STARR - Communications & Engagement Manager

April 2015-Oct 2018

- Spearheaded adjustments to make performances truly inclusive e.g. first circus to tour with changing places toilet, touch tours, audio descriptions & signed performances.
- Led one of 9 projects on first Arts Accelerator co-funded by Nesta and Arts Council to explore the commerciality of mobile application for families with autism culminating in VC pitch.
- Developed a fresh tone of voice and messaging for the new website.
- Secured coverage included Peoples' Friend, Pick Me Up, Now, Red Magazine, BBC Radio 4, BBC Radio Wales, Huffington Post.
- Briefed designers & photographers to produce engaging on and offline marketing materials for B2B and B2C to grow audience and donor base.
- Worked closely with the fundraising team and grants officer to win bids and cultivate corporate partnerships involving evaluating outcomes and reporting back.

CIRCUS STARR - Part-time Press Assistant

Jan - March 2015

- Created and updated PR databases as well as building relationships with journalists, editors, influencers and thought leaders.
- Identified compelling case studies, took photos & sold-in stories to the media.
- Handled ticket requests & supporter/beneficiaries enquiries.

FLAME TELEVISION LTD - Archive Producer, BBC1 Heir Hunters

Feb - June 2014

- Found creative solutions & tracked down a wealth of archive film & stills to bring to life the social history stories explored in fast turnaround returning day-time series.
- Negotiated the best possible rates for unlimited, all perpetuity use required within a small budget & to tight deadlines.

LONDON BOROUGH OF BRENT - Freelance Oral Historian

Sept - Dec 2013

FLAME TELEVISION LTD – Archive Researcher, BBC1 Heir Hunters May – Sept 2013

- Built a network of contacts willing to supply archive stills and footage on a very limited budget to deadlines.
- Supported the wider team by finding contributors and locations.

LONDON BOROUGH OF BRENT - Archives Assistant

June 2006 – Aug 2013

- First point of contact for busy Borough Archive service answering & logging public enquiries over the telephone, via email and in person.

- Secured press coverage for the service by pitching stories to local media.

BBC GENERAL FACTUAL - Assistant Producer, One Life Feb 2003 – June 2006

BBC 1 Prime-time flagship observational documentary series about ordinary people in extraordinary circumstances.

The Trouble with Being Lee: Portrays the relationship of a 15 year old prolific offender and a police officer determined to keep him out of trouble.

- Originated and developed film from proposal to screen, including negotiating access in the wake of the transmission of “The Secret Policeman” uncovering institutional racism within the force.
- Responsible for recording sound on location and setting up filming on location, including filming a reserve story in the event the offender was arrested before transmission.
- Generated press coverage for the programme, wrote billings and took publicity shots.

Pregnant and Positive: Follows HIV mum-to-be waiting to see if her baby has her virus.

- Negotiated all access to film in St George’s Hospital, Tooting, including sexual health centre.
- Maintained close relationships with contributors to gain a more intimate portrait and to ensure the smooth running of production, requiring a high degree of tact and sensitivity.

ADDITIONAL BROADCAST CREDITS

ANTIQUES/HISTORY PROGRAMMES

ITV Antiques Trail Producer/Director ITV It’s a Gift (antiques programme)
Specialist Researcher Channel 4 Collectors Lot
Researcher BBC Going for A Song Researcher

LIFESTYLE PROGRAMMES

BBC What Not To Wear (first series)
Assistant Producer Channel 4 Schools Programme Joined Up Design
Assistant Producer BBC House Call (home & garden makeover show)
Assistant Producer BBC Gardeners World Live
Senior Researcher BBC Style Challenge Researcher

NEWS & FEATURES

BBC Midlands Today Researcher
BBC Radio Stoke Broadcast Assistant

EDUCATION AND PROFESSIONAL TRAINING

University Of Huddersfield BA Honours English and Communication Arts 2:1
London School of Journalism Writing for Women’s Magazines
CIM Digital Marketing Campaign Planning
CIM Marketing Planning Principles
D&AD Creative Collider