

Phoebe Ollerearnshaw

Professional Summary

High-performing digital marketer with eight years of success delivering omni-channel campaigns that drive engagement, conversions, and hit KPIs. Proven people manager and collaborative leader with experience overseeing direct reports, nurturing talent, and driving performance through strategic execution. Outgoing and hands-on, with a flair for brand building, B2B/B2C community growth, and data-led optimisation. Skilled in stakeholder management and cross-functional collaboration to align marketing with broader business goals. Known for a solutions-focused, team-first mindset that drives commercial impact and upskilling. Calm and effective under pressure, thriving in fast-paced, changeable environments.

Work History

Self-Employed - Freelancer: Digital Marketing Consultant

02/2024 - Current

- Currently consult on freelance basis for marketing and content projects.
- Created and implemented strategies tailored to clients' goals and target audiences. **Analysed market trends, customer behaviour**, and defined KPIs.
- **Devised and executed launch for new magazine**, which included pre-launch social teaser campaign, influencer partnerships, push for email sign-ups, website set up, launch event, social launch announcements - **launch post received 159K likes** - and digital ads to drive brand awareness.

Personal Goal Pursuits - Career Break

09/2023 - 02/2024

- Pursued long-held ambition of writing a novel, research for which involved living in a remote community on Scottish island.

William Reed - Global Events Marketing Manager

11/2022 - 09/2023

- Held **managerial position** within 160-year old data/events business, which oversaw team of **five direct reports** - provided day-to-day task management and reviewed performance standards.
- Planned and implemented effective, targeted, **integrated marketing campaigns for World Retail Congress' programme** to drive customer numbers and enrich their relationship with brand.
- Project managed team through creation of best-in-class assets and marketing collateral that included digital, print and video.
- Worked across full suite of marketing channels: social media, email, websites, paid media, partnerships.
- Orchestrated plan to boost database - **15% growth in 3 months**; implemented successful acquisition and loyalty schemes.
- Established and executed comprehensive data/ segmentation strategies to maximise C-suite attendee sales and enhance retention.
- Newly implemented email segmentation tactic saw **18% and 22% increase in CTRs for EMEA and APAC segments** respectively.

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Skills

- B2B events marketing
- Omni-channel marketing
- Project management
- Copywriting
- Data & analytics
- Brand & tone of voice curation
- SEO & UX
- Community building
- Creative solutions

Education

The University of Manchester

United Kingdom

Bachelor of Arts: English Language & Screen Studies - 2:1 (Hons)

Marketing Tools & Software

- **CRM & Email Marketing:** Mailchimp, HubSpot, Salesforce
- **Social & Content:** Hootsuite, Meta Business Suite, Social Studio, Eclinch
- **Design & Creative:** Canva, Photoshop, Adobe InDesign
- **Analytics & SEO:** Adobe Analytics, Google Analytics, Ahrefs
- **Web & CMS:** WordPress, Adobe Dreamweaver
- **Project & Workflow:** Asana

Personal Interests & Achievements

- Key organiser of London's Friendly Book Club since 2021.

- Event garnered **best IPS score in 10 years** due to positive feedback on marketing content, brand relatability and overall experience.
- Coordinated with internal teams, external agencies, sponsors, and regional partners to align event goals, ensure brand consistency, and deliver seamless global event experiences.

Informa Markets - Marketing Executive

03/2020 - 10/2022

- Marketing team member within **FTSE 100 global expo business**, focused on email, social media, paid/media partnerships, and video strategy for **B2B/B2C events in design portfolio**.
- **Garnered AEO Award Best Marketing Campaign 2022** for Informa Markets: Decorex, for which my contribution was instrumental.
- **Managed two junior colleagues**, delegated tasks, shared feedback and ensured projects were completed to highest standard.
- Crafted yearly social and email marketing plan, executed in line with agreed campaign objectives and timelines.
- Headed up **EMEA omni-channel content strategy** - maintained brand tone of voice across each platform.
- Harnessed database segmentation tactics to create personalised email communications, led to higher email **CTRs - 31% higher YoY**.
- Conducted in-depth review of customer journeys; used A/B tests to create streamlined experience for ticket purchase.
- Utilised UX techniques to improve usability of website, which saw **27% increase in user time-on-site**.
- **Led on database clean up project** - an email trigger campaign, which sought to win back old customers, remove irrelevant/dormant contacts and gain new potential customers.

Kennington Creative Group - PR & Marketing Executive

07/2019 - 02/2020

- Implemented marketing strategies for brands under group umbrella - Maia Films, Fortemus Films, Kennington Film Studios.
- Conducted research to identify target demographics, track competitor strategies, and evaluate audience engagement to inform tactics.
- Responsible for email marketing campaigns delivered via **MailChimp**.
- Created compelling content for mail-outs - **considerable boost in ORs/CTRs attained**.
- Managed day-to-day running of social media calendars and produced several video campaigns – including **‘Meet the Team’ series** – which **drove enormous web traffic via social channels**.

Diffusion PR - Associate Campaign Executive

09/2018 - 06/2019

- Drafted press releases, media alerts, lifestyle features and opinion articles for clients including **Primark, Stansted Airport** and **Hilton Bankside**.
- Improve client handling skills and time management in a fast paced environment.
- Key member of **Social Insights team**, which involved **trend spotting, data analysis** and **business strategy** based on global metrics using Social Studio.

Damson Media - Feature Writer / Editorial Assistant

02/2017 - 09/2018

- **Authored in-depth magazine articles** and conducted interviews for seven magazines titles - in print and online.
- Crafted engaging editorial that included **film reviews, recipe ideas, travel tips** and **celebrity interviews** to **events planning, gardening advice** and **medical condition management**.
- Employed **SEO techniques** to boost website traffic and engagement.

- Passionate home cook with a love of global cuisines and hosting dinner parties.
- Hiked the La Res trail that leads to the historic site of Machu Picchu in Peru, reaching heights of over 4,500 meters.
- Gained Advanced PADI scuba diving certificate, completed expedition inside SS Thistlegorm shipwreck in Red Sea.
- Completed Royal Parks Half Marathon, intend to complete full marathon in 2 years.
- Volunteered as a mentor for charity Mencap's summer programme, providing activities and care for children with learning disabilities.
- Interests include reading, scuba diving, travel, cooking and cinematography.

References

Available upon request.