

Emily de Groot

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Marketing Specialist with +14 years experience working in lead London agencies and social enterprises. Team and relationship builder who ensures the smooth running of projects through collaboration.

In 2013-2014 I completed On Purpose, a social enterprise leadership programme and Seth Godin's altMBA in 2018.

I believe in the positive power that brands can have.

Key skills:

- Excellent communication skills. I've led teams of 2 to 15, across different accounts or categories and have worked with CEO's of leading companies.
- Experienced and reliable at financial and business management. Commercially minded to optimise ROI.
- Skilled at working with marketing and production teams, to achieve the best results and build strong, integrated teams.
- Creative thinker, who enjoys collaborating and facilitating the creative output.
- Good listener, building trust and empathy quickly to deliver insights for improving processes and coaching team members.

On Purpose fellow 2013 - current

Placements: Big Issue Invest and JustGiving

1 of 14 selected for their social enterprise leadership programme from hundreds of applicants.

- Re-developed and re-branded Big Issue Invest's website and assessed their marketing model across the Group to integrate comms. Worked with the CEO's across each company and the Group Chairman Nigel Kershaw, proposed Net Promoter Score to help measure growth.
- Launched Yimby, JustGiving's first Labs innovation product, growing the crowdfunding projects to 650 and £700k in pledges. It's now raised over £100million within 5 years.

Freelance marketing specialist /delivery lead

June 2010 – current

Clients: Big Issue Group, Bromley by Bow Centre, Clusta, Conscious Me (start up), Cubaka, DigitasLBI, Glue, 1000heads, Just Giving, LEYF, Pocket Living, VCCP Kin, We Are Social, w+k

Agency accounts: adidas, Aviva, Bird's Eye, Channel 4, CRUK, Google, O2 Think Big, More Than, Nissan, Palmer's, Sainsburys, Three, Toyota

- Launched Palmer's 2011 social media strategy and comms activity. Ran pitch for Channel 4 exploring how they could make their weather proposition more social.
- Worked across 3 major accounts at 1000heads, leading 2 account managers, 3 community managers and 2 project managers. Grew accounts from pitch ideas to £650,000 in confirmed projects, in the first 12 months. Led the social media launch for the East Village opening on the Olympic Park in 2011.
- Helped grow the Toyota account for Cubaka and win a CSR project for O2 Think Big.
- Worked across The Big Issue Group in their first group marketing role. Led the PR launch of their Housing Fund with the Mayor's office in 2015.
- Commissioned by LEYF (London Early Years Foundation) to re-develop their website, running an initial workshop with 15 key stakeholders for requirements gathering and testing wireframes with parents. Approached to then work on their brand campaign.
- Provided marketing consultancy for Bromley by Bow Centre, ran stakeholder interviews to help with comms recommendations and team structure. Coached junior team members.
- Project lead for a £100,000 CRM implementation for Pocket Living. Led the procurement process to select the agency (a Microsoft Dynamics specialist) providing the case for the board. Delivered project on time and budget, in 6months.

- Delivery of key projects for We Are Social and process recommendations. Worked on adidas Nitrocharge 'Power Pitch' (£350k) for the 2013 World Cup in RIO. Partnerships for Google with SortedFood 'Big Night In' and Copa90 'CopaLab' experiential events.
- Produced shoots with adidas sports talent for UEFA Champions League show gamedayplus (Matic, Oliver Torres) and Euros #firstneverfollows 2016 campaign which has over 3 million views (Suarez, Bale, Pogba, Zidane £850k budget).
- Integrated project lead on More Th>n Bark In The Park experiential and social content campaign for VCCP/Kin. Rostered the event production partner, managed the budget and team of 10 to deliver the integrated campaign in 9 weeks.
- Helped w+k create their first (hardware and software) sports product prototype. Project led getting it to manufacturing stage, designed by Morrama. Built the business model, and lined up partnerships. Also helped with pitches for DeepMind and Three re-brand. Led Sainsburys first FB Live gameshow which we had two weeks in production. 750,000 watched it in one hour, with 40,000 people commenting.

M&C Saatchi (Play, digital start up)

Head of digital hub January 2009 - June 2010, and June 2006 – November 2007

Clients: BBC World Service, Direct Line, Hyundai, RBS Group

- Worked across a group of 4 accounts, with a team of 3 producers, developing business within M&C Saatchi.
- Helped develop their first retainer with RBS Group, worth over £3 million.
- Promoted to head of the digital production hub when Play was bought out by M&C Saatchi.

Technical expertise and training:

- Highly experienced in project scoping, definition and delivery.
- Use tools like Campaign Commander, Wordpress, Salesforce (basic), Microsoft project, Smartsheets, Traffic, Aura (project reconciliations), Business Model Canvas.
- IDM diploma 2004, Internet Marketing Diploma 2015, Seth Godin's altMBA (Perkins Award for the best body of work).
- On Purpose social enterprise leadership programme April 2013-2014.

Interests:

I've always enjoyed sports, music and being part of communities. I used to play a lot of hockey and captained the squad that won the national championships. It's probably where my curiosity for high performance teams and projects comes from.