

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. Strong empathy and trust for building valuable partnerships and tackling process improvements.

In 2013-2014 I completed On Purpose, a social enterprise leadership programme. I believe in the positive power that brands can have. The ones who invest in that, will be the ones who thrive, innovate and stay relevant.

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, analysis and reporting. 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.

Freelance marketing specialist /senior producer

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, 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.
- Implemented Marketing and Comms infrastructure for Big Issue Invest and 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 and ran stakeholder interviews to help with comms recommendations and team structure. Coached junior team members.
- Project lead for a £100,000 6 month CRM implementation for Pocket Living. Also led the procurement process to select the agency (a Microsoft Dynamics specialist) providing the case for the board.
- 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 (Suarez, Bale, Pogba, Zidane £850k).
- Integrated project lead on More Than 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.

On Purpose fellow

Marketing Manager April 2013 – April 2014

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.

M&C Saatchi (Play, digital start up)

Head of digital hub January 2009 - June 2010

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.
- Promoted to head of the digital production hub when Play was bought out by M&C Saatchi.

Lean Mean Fighting Machine

Freelance Digital Account Director May 2008 – December 2008

Clients: Emirates, DCSF

- Led Emirates account growing income by 70% by managing the scope of work.
- I was asked to stay to work on a social media project for the DCSF (called Garron's Dares encouraging 11-14 year old boys to read more), working closely with the COI, senior clients and media agency. The project won several awards.

Grand Union

Freelance Digital SAM/ producer November 2007 – February 2008

Clients: Electoral Commission, Energy Saving Trust

- Worked on site build for the Electoral Commission (alongside a technical lead) and helped reduce third party costs to manage the budget and increase the profit margin.
- Led Energy Saving Trust pitch project, which we won. Grand Union offered me a job when I returned from travelling.

Play (M&C Saatchi)

Digital Account Manager/producer June 2006 – November 2007

Clients: RBS Group, ITV, Ribena, DirectLine, Surfers Against Sewage

- Helped Play build their first retained client with RBS Group worth over £3million over 4 years.

Technical expertise and training:

- Highly experienced in project scoping, definition and delivery.
- Use of tools like Campaign Commander, Wordpress, Salesforce (basic), Microsoft project, Smartsheets, Traffic (project reconciliations).
- IDM diploma 2004 and Internet Marketing Diploma 2015.
- On Purpose social enterprise leadership programme April 2013-2014.

Education:

Nottingham Trent University	BA Politics 2.1	1999-2002
Dame Alice, A'levels	Biology, Chemistry, Politics	1996-1999

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. I run a small boutique festival with 3 others called FARM Weekender (we currently just do London nights for Halloween) and a social enterprise group with over 1000 members.