

Summary

Want help setting brand vision & strategy that achieves profit & impact goals?

Need brand-oriented marketing solutions that hit sales targets and other KPIs?

Keen to put audience & customer intelligence on autopilot to drive business growth?

I specialise in purpose-driven brands whose products and services stand for something big. I help you set brand vision & strategy that aligns with your business goals, so that your marketing efforts shift the metrics that matter, ensuring you leave the world a little better than you found it.

My services include:

- Brand vision & strategy
- Growth strategy & growth marketing strategy
- Brand-oriented marketing solutions & campaigns
- Audience intelligence (qualitative & quantitative research, customer personas, user journeys)
- Data dashboards, reporting & analysis
- People communications
- Mentoring & coaching

A little about me:

I started my career at ZenithOptimedia International specialising in global media strategy, where I:

- * ensured efficient delivery of strategy plans and assets across 27 markets
- * delivered global strategy and managed planning & buying across EMEA & APAC
- * built strong relationships with internal stakeholders, the partner agency ecosystem, media owners & digital publishers
- * excavated the hearts & minds of an audience using qualitative and quantitative research

I moved into digital marketing at Yahoo! and MSN, where I:

- * worked with leadership to set sales strategy & KPIs
- * project managed cross-functional & distributed teams
- * optimised digital creative & sales workflow
- * developed end to end digital advertising solutions
- * worked with agency account teams on their integrated marketing briefs
- * became the go-to expert for optimising creativity & innovation through education & trade collateral

After my time in the corporate world I pivoted to my own consulting business so that I could work more directly with founders on brand vision & strategy. I've served as a right-hand woman to CEOs, COOs and CMOs to set stretch targets and KPIs that will help them reach their impact goals faster. I excel at:

- * Working with CEOs to identify global revenue opportunities and formulate a clear data-driven growth strategy
- * Identifying bottlenecks in the sales funnel and which growth levers to focus on to accelerate high-integrity growth
- * Planning for increased operational efficiency so that hitting marketing KPIs also hits business KPIs

Experience

Stephanie Holland Co
Fractional CMO | Strategy Director
2010 - Present (14 years)
Remote

I help CEOs + leadership teams solve their most pressing brand & marketing challenges. I have a passion for developing and directing a company's long-term vision for a brand, finding growth opportunities, and aligning profit with impact.

Examples include:

For an Alt Protein/ BioTech client:

- *Delivered product launch campaign that generated 344% increase of traffic to website and 9 SQLs in 4 weeks

- *Overall sales qualified leads up 1475% within 30 days

For a Digital Healthcare client:

- * Identified new global revenue streams & set clear growth strategy to achieve £100m in 10 years

- * Set up data dashboard that revealed 5% organic growth rate, & retention & advocacy as core growth levers, then created the growth marketing strategy & implementation plan

- * Identified operational efficiency as main threat to growth; outlined new operational strategy & kickstarted the development of a new Telehealth platform to improve efficiency & customer experience

- * Conducted quantitative & qualitative customer research across 1000 customers, implementing a replicable audience intelligence framework

For a Creative Consultancy client:

- * Split the brand offering into 2 distinct value propositions for B2B and B2C

- * Implemented new value-based fee structure for the B2B business

- * Briefed & project managed new brand identity

- * Developed outbound sales strategy for B2B business

For a Health & Wellbeing client:

- * Implemented content marketing strategy that drove 20,000 new leads (TOFU, Acquisition)

- * Implemented email marketing strategy that increased monthly revenues by 33%

- * Researched, wrote and produced new information products to grow digital assets and IP

Ikon Communications

Strategy Director

2015 - 2015 (less than a year)

Sydney, Australia

Media & communications strategies for Commonwealth Bank Australia, positioning them as leaders in Fintech & financial education for children.

Key achievements include:

* Secured sign-off for the first ever 100% digital campaign driven by social media to promote the mobile app to 18-24 yr olds

* Origination of the concept & strategy to promote the Start Smart program, free FinEd program in schools. The content marketing partnership with Mamamia.com.au was the highest Advertiser engagement on the platform (& still live today):

<https://www.mamamia.com.au/teaching-kids-about-money/>

<https://www.mamamia.com.au/part-time-job/>

<https://www.mamamia.com.au/money-advice-for-kids-easy/>

<https://www.mamamia.com.au/teaching-kids-about-money/>

<https://www.mamamia.com.au/kids-spending-habits/>

The Huffington Post

Senior Strategist

2012 - 2012 (less than a year)

London, United Kingdom

Collaborated with Sales Director to shape and inform annual sales strategy to drive stronger sales pipeline & hit KPIs

* Produced first ever category strategy and creative advertising solutions for Autos, Finance, Entertainment & Travel categories

* Produced sales collateral to empower the sales team to close deals, achieving 112% annual targets

* Brought editorial and sales teams together to co-develop more editorial-driven, audience-centric content solutions and build competitive advantage, growing share of digital revenue and media revenue

Mindshare

Strategy Director

2010 - 2010 (less than a year)

Insight-driven communications strategies across HSBC (APAC, B2B & B2C) & Kellogg (Australia) portfolios

* Implemented agency strategic planning framework, insight tools and systems

* Developed a new 'customer storytelling' framework to deepen audience intelligence, identify more meaningful & relevant connection opportunities, and more compelling campaign strategies

* Managed team of 5 strategists, and responsible for stakeholder management across client portfolio, agency partner ecosystem, and media vendors

Fairfax Digital

Media Strategist

2009 - 2009 (less than a year)

Category strategy & creative advertising solutions to deliver growth & new business KPIs

* Implemented the first ever sale strategy for Autos, Travel and Entertainment Advertiser categories

* Created 6 new digital advertising formats in response to the different challenge of auto retail versus auto brand

* Secured 3 x 3-month keyword sponsorships for Fairfax Autos vertical, with Tier 1 auto clients

whiteGREY

Strategy Director

2007 - 2008 (1 year)

Sydney, Australia

MSN

Creative Digital Strategist

2005 - 2006 (1 year)

Yahoo

Digital Media Strategist

2004 - 2005 (1 year)

ZenithOptimedia Group | The ROI Agency

International Media Executive

2001 - 2003 (2 years)

London, United Kingdom

Education

The University of Edinburgh

Bachelor of Business Administration (BBA)

The University of Edinburgh