

Georgia McBride

Senior brand marketing & strategy professional: Helping brands reach their full potential via creative strategic solutions

📍 London, UK

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Languages

English

About

Experienced Marketing Professional specialising in strategy and brand growth. Keen strategic mind set, with a history of successful brand management, development and expansion to international markets.

Highly creative individual with the ability to formulate exciting concepts & ideas and translate them into productive planning and 360 omni-channel marketing strategies and campaigns. This is partnered with a strong ability to analyse figures and conduct research to let data influence key decision making, always blending 'creative' with 'common sense'.

People-first, collaborative approach to working relationships, with keen leadership and communication skills. Excellent written and verbal ability with excellent presentation skills and a track record of delivering world-class strategies to Executive level stakeholders. Self-motivated and entrepreneurial, with meticulous attention to detail.

BRANDS WORKED WITH

Johnnie Walker

lululemon athletica

Mallet London

M&c Saatchi Fabric

Present agency

Rogue Films

Experience

● Account Director

M&c Saatchi Fabric | Aug 2022 - Dec 2022

Lead on communications and marketing for the global launch of SkyShowtime, the new venture from Paramount / NBC and Sky Studios and the new competitor of Apple and Netflix.

- Responsible for the planning and execution of 360 marketing and comms strategies leading up to and during the launch across all European markets.
- Manage both internal and external comms agencies to ensure regular and positive coverage of both the Platform launch and housed content.
- End-to-end project management of a €2M Launch Event (hosted in Amsterdam) and attended by 500+ guests. Oversaw all logistics and planning from Red Carpet, VIP attendance, event production, budget management, to comms and marketing coverage.
- Main client contact, responsible for client management and delivery into project deadlines throughout the project lifecycle.
- Highly successful launch campaign and event, generating over 500+ pieces of positive global coverage in 4-week launch period and delivering subscription / sign up numbers to target.



● Marketing Director - contract

Mallet London | Nov 2021 - Jul 2022

Contracted to lead the strategic direction of branding, messaging, consumer & retail marketing, social, visual identity, PR and creative functions of the business. Consolidated the first official Marketing function (both digital and commercial) as the first in-house Marketeer at Mallet.

- Continue to grow the business exponentially on an international level (Incl. main markets of US / UK / EMEA) and contribute to £24M annual turnover. Full control of budgeting, partnerships and working with the creative teams to maximise ROI across the business.
- Implement the brand's first global marketing strategy, set brand objectives in line with commercial goals and initiate brand research and data analysis for the business.
- Create the marketing function from scratch; hire, lead and inspire a best-in-class marketing and creative team, sourcing external agencies to create and drive a synchronised brand strategy.
- Network and nurture relationships with key fashion houses, press, agencies and PR individuals to promote Mallet as a relevant store and website of choice and source partnership and collaboration opportuni-

ties.

•Form and drive key strategic partnerships that deliver quantifiable financial returns and build exposure for the brand to a wider audience. Building customer acquisition initiatives and loyalty programmes. Present Agency



● Senior Content Marketing Manager

Present agency | Feb 2020 - Feb 2022

Continually craft complex strategies on behalf of clients for all Marketing teams, including Digital, Advertising, Communications and Creative to deliver omni-channel growth campaigns.

•Understand client needs, translating client and investor business objectives into Growth Marketing tactics and deliver consistently high-quality marketing activities; including high octane creative content / campaign production, event planning, PR / Media comms, digital strategy etc.



● Brand Project Manager, Global Campaigns

lululemon athletica | Sep 2018 - Sep 2019

Work in partnership with assigned Digital, Product and Community lead partners to deliver global marketing and brand campaigns against business objectives, leading Creative Operations for each project.

•Lead end-to-end project management of large, international and cross-functional teams in the creation and execution of complex integrated marketing campaigns from brief-in to delivery; including retail holidays, product marketing and strategic brand positioning campaigns. •Partner and lead in-house creative teams as well as appoint external agencies to deliver impactful creative that is aligned with brand strategy. In charge of agency relationships and collaborations, as well as all related account documentation.

•Oversee asset creation and creative delivery for all channels including website, paid media (print and digital), social media, email, in-store (retail, community events), PR, strategic sales, etc.



● – PR & Brand Marketing Project Manager

Johnnie Walker | Mar 2015 - Sep 2018

Assistant Project Manager in the planning and implementation of Johnnie Walker Whisky's marketing campaign "Join the Pact" España (Únete al Pacto), in partnership with F1 McLaren and the Barcelona Grand Prix 2015.



● Content Production Assistant

Rogue Films | Jul 2010 - Aug 2014

Production of multiple media campaigns including advertising, digital content, music videos & film. Clients include Apple, Nike, Reebok, Coca Cola, Google, Jaguar, Audi & The Grammys.

•Assist in the creation of creative concepts, briefs and production. Gather market research to inform strategic decisions. Year Spent Working Abroad: 2014 – 2015