



Stephen Reed

Senior creative marketer who delivers exponential growth efficiently

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Languages

Malaysian

English

About

performance

BRANDS WORKED WITH

Fedcap

Rex Stewart

Experience



● Customer Experience Director

Fedcap | Jan 2021 - Now

International charity group operating in the field of social welfare and poverty reduction through employment, delivering UK and Scottish government welfare to work contracts. UK Exec member with responsibility for marketing and quality departments, social value and continuous improvement project design and implementations.

- Led diversification initiative in response to government reducing employment scheme contracts' values by up to 60%. Planned stand alone Health and Wellbeing division market entry strategy and launched within 4 months from inception - 3 year plan from zero to £10 million.

- Developed social value optimised brand repositioning strategy - inspiring confidence - to consolidate existing welfare to work focus and differentiate diversification activity on market entry.

- Delivered first multi dimensional profiling of the customer through emotional, experiential and functional service data merger utilising Power BI data lake - resulting in 33% uplift of quality department output and establishment of a customer web panel.

- Created and presented to senior Scottish government civil servants a resource and service redeployment initiative extending support from unemployed to low paid workers whose children make up 68% of child poverty in Scotland. relevant. & Freelance Marketing Director/consultant 2014 to date Strategic planning and operational marketing team leadership operating at Board/SLT level reporting to CEO or founder. Here are a notable few of my projects:

● Strategy Director - art materials brand selling through Amazon

| Feb 2021 - Sep 2021

A company built on Amazon with no forward strategy, opaque d2c analytics, little understanding of the customer profile and a highly inexperienced d2c team struggling to apply the most basic retail tactics resulting in advertising cost per sale of 45%.

- Developed marketing strategy and launched 12 month action plan and schedule USA/UK/EU. Redefined optimum media/ content consumer target profiling and re-positioned brand - enhanced company value in advance of owner's exit strategy.

● Chief Marketing Officer - block-chain real estate investment

| Jan 2019 - Jan 2021

Global team of 8, Dubai/India/China/UK, 1 direct report: global customer profiled and segmented, social media (LinkedIn, Telegram, WeChat) website & content development and Google/Baidu advertising and content marketing all brought in-house.

- Introduced live chat and customer services team resulting in investment conversion rate increase of 30%.

- Led strategy development, creative design and copy across 3 new DeFi transactional websites and all media placement and buying strategy - grew pre-exchange launch investment by 100% and negotiated successful family office involvement.

● Chief Marketing Officer - energy comparison b2b & b2c

| Jan 2018 - Jan 2019

Team of 12 with 3 direct reports: integrated sales and marketing management team (responsible for 150 outbound sales team), introduced structured internal communications and processes.

- Pareto analysis of outbound activity and market research findings informed both rebranding and development of b2b and b2c energy comparison websites, lead generation campaigns and CRM lifecycle UK/USA and NL.

- Strategy executed across TV, social and paid digital channels resulting in +1000% growth in website traffic, 400% increase in brand awareness.

- Successful venture capital investment of £1.5 million and forecasted revenue growth to £30 million.

- **Strategy Consultant - d2c fresh meat ecommerce brand**

| Jan 2015 - Jan 2018

Reporting direct to founder, assumed operational control of external digital and social agencies, outsourced Shopify ecommerce platform development.

- Redefined proposition and CPC targeting through analysis of published research sources and analytics.

- Developed CRM segmentation, enhanced UX achieving 75% reduction in cost per sale and 20% increase in frequency of purchase. Experience

- **Creative Planning & Media Director**

| Jan 2005 - Jan 2014

Founding partner of full service advertising agency, grew team to 20 across creative, media and client services with 3 direct reports and led successful IIP process. Strategic lead NHS (Cancer Network CRM); Akzo Nobel (global b2b); ThyssenKrupp (d2c & b2b WoodForGood (b2b pan European); Malaysian Timber Council (global b2b); Co-op

- **Planning Director**

| Jan 1995 - Jan 2005

£30 million full service advertising agency. Team of 5 planners and department heads. Led all client strategy development and creative and media: WorldChoice Holidays ; First Sport (retail); Hammerite Paint (b2c); FurnitureLand (retail).

- **Graphic designer rising to Planning Manager**

Rex Stewart | Jan 1986 - Jan 1995

One of the largest full service advertising agency groups in Europe. Trained through the IPA management development programme. Influenced strategy: 3i (venture capital bank b2b); Marstons (beer brands b2c & b2b); Lansing Linde (b2b); Hunter (footwear b2c & b2b); Gateway (groceries retail); Colgate Palmolive (d2c).