### CAROLINE GREEN 07848818856 31B Eglantine Road, London SW18 2DE cslgreen@gmail.com

#### Overview

* Marketing and project management professional with over ten years’ experience in agencies and blue chip companies
* Proven campaign leadership, process improvement and team management
* Excellent organisational skills with expertise handling multiple projects efficiently and on deadline
* Strong interpersonal, stakeholder management and influencing skills
* Client-facing experience

#### Employment History

**CAREER BREAK (May 15 – April 18)**

Travelled in Europe, advised small German businesses looking to structure and grow, helped Syrian refugees settle into their new life in Austria and supported a niche Sri Lankan orphan charity to raise funds and reach new audiences

**SKY DEUTSCHLAND, Munich (April 14 – April 15)**

**Promoted to Director Campaign Management, Marketing**

*Built, developed and managed a new team of four tasked with improving marketing operations and executed the following tasks:*

* Designed and implemented a structured campaign development process and championed its take-up among internal partners
* Wrote campaign briefs and oversaw creative development via internal and external agencies
* Improved relationships with agencies and other partners via process improvement and transparency
* Supported Procurement to improve partner commercial terms and service level agreements
* Managed research agencies who ran quantitative and qualitative research programmes for new corporate brand campaign and delivered new brand across entire business
* Developed and coached team members in planning, project and people management skills
* Oversaw the department’s media and production budget (EUR 84m) including planning, monitoring and reconciliation
* Co-organised the ‘Generation Sky’ event attended by over 100 public figures and journalists

**SKY DEUTSCHLAND, Munich (Aug 12 – March 14)**

**Senior Project Manager, Strategic Product Development**

* Managed the delivery of a multi-platform video on demand library, a 1 year project involving 150 employees across the business
* Concepted and delivered a Product & Operations division-wide learning programme rated as ‘excellent’ by participants
* Qualified as a White Belt Continuous Improvement (Lean Methodology) Expert

**TRAVEL**: Adventured through South America before moving to Germany for personal reasons **(Oct 11 - Apr 12)**

**NEW LOOK RETAILERS, London (Aug 10 - Sept 11)**

**E-commerce Customer Experience Manager**

* Managed the creation and launch ofthree international websites
* Delivered and launched a new ‘click & collect’ service for the UK
* Updated and maintained customer service information on web and mobile platforms
* Tested and optimised page design and feature via A/B testing programme
* Continuously monitored activity of 5 key competitors and worked with design and operations teams to implement learnings

**SENIOR DIGITAL PROJECT MANAGER (FREELANCE), LEADING AGENCIES, London (Jan 06 – July 10)**

Including: AKQA (WPP), Saint (Rainey Kelly Campbell Roalfe/Young & Rubicam/WPP), Flow Interactive, RMG Connect (JWT/WPP)

* *Project managed multiple digital transformation projects, selectively outlined below:*

**The Home Office:** Changed teenagers’ attitudes to knives via the anti-knife crime campaign

* Led the creation and growth of a social media hub for teenagers affected by knife crime, in conjunction with a youth consultancy. Within a year the number of teenage followers reached 13,000
* Organised and ran creative strategy workshops
* Project managed delivery of an award-winning online advertising campaign which grew community membership by 10%
* Delivered a user generated content launch competition and mobile phone application which received over 500 entries

**Lloyds Banking Group:** Redefined the perception of Lloyds Banking Group amongst graduates

* Managed creation of a new website which included employee video testimonials and introduced each area of the group through the clever use of CGI graphics
* Implemented an online advertising campaign showcasing employees to bring to life the human side of LBG
* Strategised the natural and paid search optimisation approach in conjunction with specialist agencies
* Achieved good online PR coverage by partnering with online recruitment sites such as Monster and Tip Top Job
* Applications for the Lloyds Banking Group graduate programme increased by 10% on the previous year as a result of the campaign

**Great North Eastern Railways:** Revamped the corporate image, increased revenues by integrating a booking engine and grew the registered customer base

* Project managed all work streams, from in depth user experience research (focus groups, wire framing and lab testing) to website design and build, QA and deployment
* Oversaw the implementation of an online marketing strategy (SEO, partnerships and PPC programmes via specialist agencies) which grew the number of registered users by 15%
* Developed and managed CRM strategy for new website including regular newsletter communications which increased monthly visits to the website by 10%

**Nokia – Ovi:** Improved consumer understanding of a complex product in a crowded market place

* Developed a marketing content strategy for Nokia’s Ovi service - a multi service portal for Nokia mobile phone users – and implemented its multiple work streams including videos, animations and email communications

**JOHN SWIRE & SONS LTD, London & Hong Kong (Aug 02 – Oct 05)**

**International Management Executive**

* Graduate training programme which involved managing diverse projects whilst on rotation across divisions of Cathay Pacific

**Education**

**1998 - 2002 The University of Nottingham:** BA (Hons) Economics with German, 2(i) with Distinction in Spoken German

**1991 - 1998 Brighton and Hove High School GDST:** A levels: Economics (A), German (A), French (A), 9 GCSEs (4A\*, 4A, 1B)

**Languages** English: native, German: fluent, French: proficient

**Interests**

* Re-energising body and mind in the yoga studio
* Indulging my soul passion for dancing (particularly to Gilles Peterson’s world music curations and at 5Rhythms classes)
* Pounding the streets and parks in a pair of running shoes and intermittently training for marathons
* Soaking up inspiration in foreign lands and blasting away the cobwebs on the ski slopes and in the back country