



# stacey wright

## Digital Marketing Specialist

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@stacewright

### Summary

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I'm proud to have helped brands deliver high-profile, profitable and engaged marketing strategies on a daily basis.

With a keen eye for great content and highly effective at building successful partnerships and communications, I'm also trained to the Chartered Institute of Public Relations standard in Crisis and Issues Management.

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### Employment History



#### **Sprout Social** **Solutions Engineer (EMEA)**

December 2020 – Present

- SME for Salesforce Partnership in EMEA, working with Salesforce representatives directly to educate Account Executives and Solutions Engineers at Salesforce on the Sprout brand and platform.
- Taking part in awareness activities for Sprout in EMEA, such as being featured on the *Social Creatures* podcast, and hosting workshops, webinars and panel discussions both online and in-person with the Marketing Team.
- Working primarily with enterprise-level organisations I have aided the acquisition of some of EMEA's biggest subscribers to Sprout Social including; Manchester United Football Club, Tesco, Marks and Spencers (M&S), Virgin Red, BT/EE Group, Sage, Adyen, Entain Group (Ladbrokes, Coral, Foxy Bingo) and Balmain Paris.



#### **The Hut Group (THG)** **Group Head of Social Media**

April 2019 – March 2020

- Working with THG's central marketing team, I lead on Social Media strategy for 35 THG ecommerce CPG brands including Myprotein, Lookfantastic, and Zavvi, as well as providing insight and advice to THG Ingenuity clients such as P&G (Gillette, Snowberry) and Walgreens (Boots US)
- Building new business proposals for potential THG Studios and THG Ingenuity clients; most notably the brand refresh of haircare brand **Grow Gorgeous**, and project managing digital comms for the direct-to-consumer launch of **Gillette** in UK and Germany.
- Developing organic social media content strategy including new platforms such as TikTok
- Social Media Advertising support including revision of existing tools, insights platforms and creative iterations. Advising on influencer strategy end to end to maximise reach and awareness activity



#### **14-18 NOW** **Digital Communications Lead (Contractor)**

November 2017 – December 2018



Contracted for the final season of the UK's official first world war centenary arts commission, I was proud to lead on digital communications campaigns for projects including:

- Danny Boyle's national commemoration for Armistice day 100, 'Pages of The Sea'
- Peter Jackson's latest film 'They Shall Not Grow Old'
- 'PROCESSIONS' an event hosting thousands of women across four cities around the UK to celebrate 100 years of women receiving the right to vote
- The unveiling of the first ever statue of a woman in Parliament Square, London by a female artist - Millicent Fawcett by Gillian Wearing
- Working with high profile YouTube creators to support Youth focussed campaigns, including SBTV and Ruby Granger.



**Passion Digital**  
**Head of Social Media**

October 2016 – October 2017

Taking on the role of leading the social media team in a specialist digital marketing agency, providing community management, influencer outreach and advertising solutions for clients including those outlined below. I was responsible for all team development, new business and time management relating to the Social Media department.

**Notable clients;** England Athletics, Sport England (This Girl Can Run), KPMG Small Business Accounting, Imperial College London, Cambridge University Press, URBAN eat, Estrella Galicia

THE SHARD

**The Shard**  
**PR & Social Media Manager**

May 2013 – May 2016

**Highlights:**

- Dynamo: Magician Impossible - *Shard Levitation*, reach 16.9 million people
- ITV Text Santa - *Phillip Schofield Shard Challenge*, reach 22.8 million people
- Capital FM & Taylor Swift - *Make Some Noise*, reach 4.6 million people
- Santa Spotted at The Shard, organic reach 180,000 facebook users



**TATE Modern / TATE Britain**  
**Marketing Officer**

July 2010 – June 2013

**Highlights:**

- Damien Hirst (2012) had 500,000 visitors, the second highest Tate visitor figure of all time
- Another London (2012) recorded +98% above visitor target with digitally led campaign

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**Education, Skills & Training**

- Leadership Excellence, The Walt Disney Institute (2015)
- Crisis and Incident Management, Chartered Institute of Public Relations (2015)

**UNIVERSITY OF KENT**  
Jan 2007 – Jul 2010  
BA History and Philosophy of Art  
Awarded, First Class Honours

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**References**

**Claire Eva**, Communications Director, 14-18 NOW (contact info on request)

**Clive Stephens**, (former) CEO, The View from The Shard (contact info on request)