

# James Laurence Stewart

Senior marketing and communications professional with over a decade of digital experience, specialising in driving engagement and conversions with campaigns and content. Accomplished at working within large, complex, and regulated multi-national organisations at both Group and Country levels.

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- **Integrated marketing across digital and offline channels** (planning / strategy / creative / execution)
  - **Managing an online presence** (websites / social media / CMS / SEO / SEM / PR)
  - **Paid digital marketing** (PPC / display / social / programmatic / sponsorships / partnerships)
  - **Managing Brand identities** (brand guidelines / graphic design / photography / video production)
  - **Channel and conversion optimisation** (focus groups / UX / A-B testing / Google Analytics / lead generation / tag management / marketing automation)
  - **Digital transformation** (new technology sourcing & on-boarding, embedding change)
  - **Team, Agency and budget management**
  - **Contract negotiation**
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## Head of Digital Marketing Programmes, EMEA & APAC at Nuveen

(September 2018 - Present) London

*Nuveen is one of the world's largest Asset Managers, Fortune 100 listed and with an AUM of c\$1 Trillion.*

Overall responsibility for digital marketing programme delivery across EMEA & Asia Pacific, and owner of Nuveen.com.

Defining the digital strategy and owning the management of the programme backlog including planning and, prioritisation, staffing, compliance acceptance and stakeholder management.

Management and collaboration with cross-functional teams covering design, UX, development, QA, risk and performance. Interfacing with marketing teams in the business to execute go-to-market plans.

Successfully delivered the new Nuveen Global Sitecore website (Nuveen.com) on-time and on-budget under challenging deadlines. Established processes & tools and built teams of contractors to deliver the project. Managing and motivating external vendors and staff in the US, UK, India and Vietnam.

Successfully integrated digital presence of TH Real Estate (Asset Manager) after it was acquired by Nuveen.

## Director, Group Communications, Brand and Marketing at Standard Chartered Bank

(May 2016 – September 2018) London

*Standard Chartered is a leading FTSE100 listed, global trade bank, present in 68 diverse markets with over 86,000 employees.*

Responsible for the Group's global website and social media channels.

**Social Media** (c1.2m followers): Content planning, media planning, asset creation, co-ordination of country marketing teams to launch global campaigns. Executed multiple award-winning campaigns in collaboration with Liverpool Football Club. Multiple content lead-generation campaigns achieved 4x LinkedIn's industry benchmark for conversion. Publishing/Listening with Sprinklr & Brandwatch. Crisis communications and brand monitoring.

Implemented employee social advocacy to build brand awareness and business development/social-selling across social media.

Activated multiple content partnerships, including those with Liverpool Football Club, Euromoney, Bloomberg, Pitch@Palace (run by HRH The Duke of York) & The Economist.

**Web** (c1.5m visits per month): delivered the complete re-development of the Group's website (sc.com) from design and management of build, to launch and support. Management of ongoing technical development. Responsible for new features, optimisation of user experience, search marketing/SEO and email marketing automation. Delivered multiple online destinations for multi-channel marketing campaigns.

Mentoring Communications and Marketing Managers within the team for personal and career development.

## **Senior Communications Manager at Santander**

(Jan 2014 – May 2016) London

*Santander is one of the world's largest banks by market capitalisation, with 102m customers globally and 193,000 employees. It has over 1,400 branches in the UK alone.*

Heading up websites for Santander Corporate & Commercial and Cater Allen Private Bank, including all technical development, marketing optimisation, UX, content & SEO. Managing a team and budget.

First digital display ad campaign launched was the most successful at driving engagement in the history of the Commercial Bank in the UK. Traffic from improved organic SEO increased 195% on average and 982% for brand terms within 4 months of starting optimisation strategy.

Introduced the first use of Programmatic Advertising in the Bank and PPC for Corporate and Commercial - the first campaign drove traffic from long tail search terms to the Bank's sector pages (e.g. manufacturing). As this strategy was not in use by our competitors, it was incredibly effective and low cost, so was adopted as always-on activity (achieving 150% above PPC conversion average for Financial Services brands & delivered a 162% traffic increase in 1 quarter).

Developing technology solutions for business development, including a bespoke 'product recommendation engine' to guide Relationship Managers on available products for their clients by simply answering a series of questions on their iPad. Also implemented website visitor identity detection at company level to instantly alert Relationship Managers to client/prospect web browsing activity to facilitate relevant and timely sales conversations.

## **Marketing Campaign Manager, Emerging Markets at DFDS**

(April 2013 – Dec 2013) Kent

*DFDS is Europe's largest shipping and logistics company, operating in over 20 countries and has an annual turnover of €1.6bn.*

This position was as a member the Senior Marketing Management Team and involved creating and executing multi-channel marketing campaigns spanning multiple international markets.

Fully managing and planning all aspects of multi-channel campaign delivery and budget with a team of 10 marketing and communications specialists. Campaigns included full through the line marketing via radio, print, experiential event activity, online interactive promotions, email, PR activity, PPC, display advertising, social content and online games.

First campaign launched achieved sales of £150k on a £4k spend. Consistently achieved significant earned PR coverage through innovative marketing concepts and the initiation of a sports sponsorship deal and grew the social media following by over 25% with one campaign.

Sharing campaign successes and best practice with other country marketing teams to support the roll-out of localised versions, which went on to deliver similar success in each market.

## **Web Manager at DFDS**

(July 2012 – March 2013) Kent

Responsible for 19 international e-commerce/ticket booking websites generating a multi-million-pound/euro turnover. Managing online marketing optimisation strategies to increase conversions and profitability.

Managed SEO, design social-media and translation agencies to deliver marketing campaign pages across multiple sites simultaneously. Delivered a new online booking system in multiple languages, which achieved significant conversion and revenue uplift, both for ticket sales and upgrades/add-ons.

Promoted internally after 9 months.

## **Digital Project Manager at Kent County Council**

(March 2009 – July 2012) Kent

*Kent County Council is one of the largest local authorities in the UK, running services for 1.5m residents. With income of £2.4bn and 30,000 employees, it is roughly the same size as John Lewis.*

Responsible for managing and marketing a leisure tourism brand owned by the Council, with full ownership of online/digital channels (web, mobile apps and social media channels) including content production for these channels.

Delivered the first iPhone and Android app within Kent County Council, which was then commended in the national 'Good Communication Awards'. Awarded Kent County Council 'Innovation of the year' for an integrated marketing campaign. Wrote, pitched and won an external funding bid for a tourism project.

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**Bachelor of Arts (Hons) Degree** Design, Branding and Marketing (First Class)

**BTEC National Diploma** Graphic Design (Triple Distinction)

**GNVQ** Information Communication Technology (Double Distinction)