

James Laurence Stewart

Experienced marketing and communications professional specialising in driving digital engagement with campaigns and content, and using technology to facilitate business development. Adapt at working within large, complex, and regulated multi-national organisations at both Group and Country levels.

Contact me: www.jamesstewart.com

Skills

- **Integrated marketing across digital and traditional channels** (planning / strategy / creative / execution)
 - **Managing an online presence** (websites / CMS / SEO / SEM / PR / social media)
 - **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 into the business)
 - **Team & Agency management**
 - **Budget management**
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Professional experience

Director, Group External Communications at Standard Chartered Bank

(May 2016 – Current) London

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

Managing the Group's digital channels and activating marketing campaigns and content across multiple markets and segments.

A recently launched joint StanChart and Liverpool Football Club campaign involved media planning, campaign website creation, email-marketing, social media activity, asset distribution and co-ordination of 18 regional marketing teams.

Running the re-development of the Group's website (sc.com) including optimisation for user experience and search, and facilitating its ongoing expansion with new content and campaigns from across the bank.

Using new technology platforms to introduce digital transformation to the business; including employee advocacy for brand building and new business development across social media; marketing automation to drive ongoing brand engagement through email marketing, and social media integrations with the website to encourage the creation and sharing of user generated content.

Maximising engagement with sponsorship activities including those with Liverpool FC, Euromoney, Pitch@Palace & The Economist through social media, web and experiential events.

Regularly travelling to Singapore to work with Group Brand and Marketing, ITO, Compliance and Legal teams.

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.

This position was inside the Bank's marketing function, and covered a broad digital role:

Heading up websites for Santander Corporate and Commercial and Cater Allen Private Bank, including all technical development, marketing optimisation, UX, content & SEO. (Traffic from search improved 195% on average and 982% for brand terms within 4 months of starting optimisation).

Running paid display advertising campaigns, managing both creative and media buying agencies. The first display campaign ran was the most successful at driving engagement in the history of the Bank in the UK. 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 and adopted as always-on activity (achieved 9% conversion which is 150% above PPC average & 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 RM's to client/prospect activity to facilitate relevant and timely sales conversations.

Managing a team and £450k budget which was spent across multiple agencies to deliver marketing and digital development. Paid media budget was in addition.

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 held as a member the UK Marketing Management Team and involved creating and executing marketing campaigns spanning multiple international markets:

Fully managing and planning all aspects of 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.

Shared campaign successes and best practice with other country marketing teams to supported the roll-out of duplicate, localised campaigns which delivered 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 optimisation strategies to increase conversion and profitability.

Managed SEO, design social-media and translation agencies to deliver 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.

Projects Officer at Kent County Council

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.

(March 2009 – July 2012) Kent

Responsible for managing and marketing a leisure and tourism sub-brand, with full ownership of online/digital channels (web, apps and social media) and content production for these channels. Planned and conducted face-to-face focus groups to inform digital strategy.

Delivered the first iPhone and Android app to Kent County Council, which was then commended in the national (external) 'Good Communication Awards'.

Awarded Kent County Council 'Innovation of the year' for an integrated marketing campaign, delivering high success for an NHS funded project.

Wrote, pitched and won an external funding bid for a tourism project.

Qualifications

- **Bachelor of Arts (Hons) Degree** Design, Branding and Marketing (First Class) – Graduated 2008
- **BTEC National Diploma** Graphic Design (Triple Distinction)
- **GNVQ** Information Communication Technology (Double Distinction)