

James Laurence Stewart

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

Skills

- **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 into the business)
 - **Team, Agency and budget management**
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Professional experience

Director, Group Communications, Brand and Marketing 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.

Responsible for the Group's global website (sc.com) and social media channels (Twitter/LinkedIn/Facebook/YouTube).

Activating digital marketing campaigns and content across multiple markets and segments globally. Managing media planning, asset creation, email-marketing, social media activity and co-ordination of country marketing teams globally.

Using analytics and third-party data sources to identify audience segments and optimise content strategy.

Implementing new technology platforms for employee advocacy to build brand awareness and business development/social-selling across social media.

Maximising digital engagement with sponsorship activities including those with Liverpool Football Club, Euromoney, Pitch@Palace (run by HRH the Duke of York) & The Economist through social media, web and physical events.

Recently delivered the complete re-development of the Group's website (sc.com) from concept to technical build and launch. Responsible for the ongoing optimisation of user experience, search marketing, email marketing automation and user generated content to drive engagement.

Regularly travel to Singapore to work with Marketing, Sponsorship and Digital 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.

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 increased 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 Commercial 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 (achieving 9% conversion which is 150% above PPC 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.

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 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.

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.

Planned and conducted face-to-face focus groups to inform digital strategy.

Delivered the first iPhone and Android app within Kent County Council, which was then commended in the '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)