

ABOUT ME

A multifaceted marketing and design professional with a proactive, adaptable nature and positive outlook, as well as over 20 years of experience in all aspects of design, marketing and PR.

CONTACT

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INVERNESS



EDUCATION

🎓 **UNIVERSITY OF ALASKA ANCHORAGE**
BACHELOR OF ARTS
2003

🎓 **WEST ANCHORAGE HIGH SCHOOL**
DIPLOMA
2000

HOLLIE IVY

DESIGN & MARKETING

EXPERIENCE

MARKETING DIRECTOR - TECLAN

(from 2021 to 2023)

- Develop and implement comprehensive marketing strategies and plans that drive business growth, increase brand awareness, and deliver results across all channels for both the agency and clients.
- Lead a team of marketing professionals to execute marketing campaigns and initiatives, including email marketing, social media, content marketing, and advertising.
- Collaborate with cross-functional teams to ensure alignment and consistency across all marketing activities and initiatives.
- Conduct market research and analysis to identify customer needs, market trends, and competitive landscape, and use these insights to inform marketing strategies.
- Develop and maintain strong relationships with key stakeholders, including internal teams, external agencies, and vendors.
- Drive thought leadership and innovation within the marketing function, and continuously seek opportunities to improve and optimise marketing activities.
- Create visual designs and concepts for a wide range of projects, including branding, digital campaigns, web design, print collateral, and more.
- Collaborate with clients, project managers, and creative teams to understand project requirements, objectives, and timelines.
- Develop design concepts and solutions that meet client needs and align with brand guidelines and industry best practices.
- Produce high-quality design deliverables, including wireframes, mock-ups, prototypes, and final designs. Conduct research and analysis to inform design decisions and stay up to date on industry trends and best practices.
- Manage multiple projects simultaneously, prioritise tasks, and meet project deadlines.

KEY SKILLS

DESIGN
BRANDING
COPYWRITING
SEM/SEO
CONTENT MARKETING
STRATEGY
ANALYSIS
PAID ADVERTISING
HTML
PROJECT MANAGEMENT
ACCOUNT MANAGEMENT
FLUENT RUSSIAN / GERMAN

VOLUNTEER WORK

Co-founded campaign organisation 'CatsMatter' (www.catsmatter.org) in spring of 2017, which aims to improve road safety for cats. Activities include website development, content creation, social media management, email marketing, graphic design, print management, PR and liaising with current and prospective partners, as well as local and national government officials.

Other projects include; LHA Charitable Trust, Magic Breakfast, Highland Wildcats and Inverness Food & Drink Tours

CERTIFICATIONS

LYNDA • 2014 ANALYSING WEBSITES FOR SEO REF: B698212182E34E63926C045391843029

GOOGLE ANALYTICS IQ • 2014 88% - REF: 5462619189149696

GOOGLE ADWORDS • 2014 97%

- Participate in design reviews, provide constructive feedback to team members, and iterate on designs based on feedback.
- Actively seek out opportunities to improve design skills and techniques and share knowledge and best practices with team members.

DIGITAL MARKETING MANAGER - QUATRO

(from 2019 - 2021)

- Day to day agency lead
- Oversee digital marketing strategy as it relates to wider campaign planning for all clients, in all sectors (national and international). Including strategic planning and delivery of all SEO and PPC campaigns. Also maintaining, developing and launching websites including design, structure and content
- Design of key communication collateral for both print and digital use

DIGITAL PLATFORMS AND MARKETING MANAGER – SYSTEM2

(from 2018 - 2019)

- Day to day agency lead
- Keep abreast of all Google updates/ innovations and leverage insights to fuel strategy and content creation
- Line Manager to Digital Marketing Executive • Drive digital marketing innovation and engagement strategy
- Oversee digital performance check-ins and optimisations on a regular basis (web / social media / PPC / SEO)
- Oversee all aspects of digital strategy as it relates to wider campaign planning for all clients in any sector
- Create and deliver campaign strategies per campaign outlining overall media objectives and approach; encompassing all activity actioned
- Drive conversation and action to understand digital channel ROI to improve media planning and user path to conversion (Google Analytics)
- Creation of KPI / benchmarks document / report (updated quarterly)

DIGITAL MARKETING MANAGER – MOLOKINI MARKETING

(from 2015 to 2018)

- Line management and development of junior marketing executives/apprentices

TOOLS & PLATFORMS

ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR
ADOBE INDESIGN
HOOTSUITE
WORDPRESS
JOOMLA
MS OFFICE SUITE
EXCEL
ANALYTICS

HOBBIES

CLIMBING (WINTER & SUMMER)
HIKING
MOUNTAINEERING
MOUNTAIN BIKING
WATERSPORTS
(PADDLEBOARDING /
CANOEING)
WILD SWIMMING
CAMPING
WRITING
PAINTING
GUITAR / PIANO
TRAVEL

REFERENCES

FERGUS WEIR – 07787171211
PETER KANE - 07742308213

- Leading client marketing strategies in all areas of digital marketing including SEO, content marketing and PPC campaigns that result in measurable growth and ROI
- Consistent delivery of marketing tasks including SEO and website design audits, keyword research, target audience research and more
- Assisting the creative director in winning new business contracts, including support for proposals as appropriate and attending sales pitches
- Presenting at and attending networking events
- Management of marketing tools and budgets
- Analysis and reporting against marketing objectives, KPIs and targets.
- Continually refining marketing strategy based on findings to ensure consistent growth
- Creative direction and management of photo and video shoots