

# LUCY HARTLEY

C O N T E N T   &   C R E A T I V E   D I R E C T O R

## CONTACT

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## PROFILE SUMMARY

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I'm a creative and content director capable of inspiring multi-discipline teams to create compelling work that inspires audiences, builds online communities, and delivers results. Drawing on a wealth of experience I cover all aspects of content and communications – from research, branding and strategy to campaigns and creative execution. Clients include YouTube, Google, Heineken, Vodafone, ASOS, Rolls-Royce and Ocado, as well as freelance work for start-ups and individuals.

## EMPLOYMENT HISTORY

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### REDWOOD BBDO | HEAD OF YOUTUBE & CREATIVE CONTENT DIRECTOR

JUNE 2021 - PRESENT

Redwood BBDO is Google's largest global agency by revenue and project volume, with work spanning four business areas, of which YouTube is one. I lead creative, editorial, and strategic work for all YouTube projects that run through Redwood, as well as leading on key Google projects as required. This includes:

- Overarching responsibility for the development and management of the YouTube creative and editorial teams (currently 11 full time employees)
- Leading creative and editorial direction for all YouTube projects and BAU work; this spans everything from creating film series and through-the-line campaigns (digital and OOH), to the management of YouTube social
- YouTube social work includes developing the creative output to increase audience engagement and ROI across both BAU and tentpole moment content, implementing community management and employee advocacy strategies, and developing overarching content strategies to hit KPIs
- Acting as creative lead on Google projects including a nine-part documentary film series for *Google News Initiative* and an ongoing content program aiming to help Google's clients achieve digital readiness

## WEB & SOCIAL

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[www.lucyhartley.com](http://www.lucyhartley.com)

Password: looksee

<https://www.linkedin.com/in/lucy-hartley-82a77848/>

## EDUCATION

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2:1 BA Hons

English Language & Literature

*Oxford University*

2007 - 2010

IDEO U / 2018

*Storytelling for Influence* course

## POINTS OF NOTE

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RAD Awards / 2019

*Best Creative & Best Innovation* winner

Gosnells' London Mead / 2018-19

*Developed and launched new brand and communications strategy*

Sir Clive Woodward / 2019

*Developed and launched new digital communications strategy*

## EMPLOYMENT HISTORY // CONTINUED

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### INVESTIS DIGITAL | DIRECTOR OF CREATIVE CONTENT MAY 2017 - JUNE 2021

I led a team of ten mixed-discipline content strategy and creative specialists responsible for defining and developing content, creative and social strategies. As part of the senior leadership team, I was responsible for the department's growth and performance, and played a key role in the development and deployment of Investis Digital's positioning and proposition globally. Key achievements included:

- Doubling the department's size and client-base within two years through consistent delivery of profitable, award-winning work
- Achieving year-on-year department sales increase of 20%+
- Leading the team behind Rolls-Royce's '*Race your Code*' campaign which won best creative and best innovation at the RAD Awards 2019
- Leading winning pitches including for Vodafone, Heineken and Lowe's
- Playing a key role in the development of our social media proposition including integration of analytics and measurement teams
- Integrating film and animation capability into the team
- Working with *Cannes Lion* on the creation of a communications focused council for the Festival

### INVESTIS DIGITAL | HEAD OF SOCIAL MEDIA & CREATIVE CONTENT OCTOBER 2015 - MAY 2017

In this role I transformed the team from one which supported larger departments into a department in its own right. This included pitching the case for investment; shaping the client proposition and devising and delivering high-impact work.

- Grew the team from one to four employees with 100% retention rate
- Worked with the New York office to expand our US client base: notable client wins included The Estée Lauder Companies and Alibaba

### INVESTIS DIGITAL | SOCIAL MEDIA & MARKETING CONSULTANT JUNE 2013 - OCTOBER 2015

I split my time between leading on client social media strategies and content creation and delivering the agency's own communications output.

- Defined and executed social media client proposition covering strategy, content creation, monitoring, reporting and management
- Worked with the product team to integrate social media reporting and publishing capabilities into our proprietary CMS platform
- Created proprietary research to drive new business

## SKILLS

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### PROFESSIONAL

Content & brand strategy  
Campaign strategy & delivery  
User research & journey mapping  
Social strategy & content creation  
Digital marketing  
Creative direction  
Team & department management  
Budgeting & reporting  
Presenting & pitching

### PERSONAL

Creative strategic thinker  
Agile mindset  
Love a challenge  
Happiest working at pace & across disciplines  
Stickler for detail  
Believer in collective creativity, audience involvement & trying something new

### INTERESTS

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Finding balance between my love of sport & my love of a good book  
Always planning the next meal  
Dance & yoga enthusiast  
Samaritan & night shelter volunteer

### REFERENCES

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Available on request: please just ask