

# RACHEL CLARKE

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## PROFILE

I'm a digital social media specialist, working on long term strategic use of the channel as well as tactical campaign-based uses. I'm a senior Programme and Project Manager, with extensive experience in successful delivery in B2C/B2B website developments, process development and improvement, process redesign and change projects. Key skills are effective leadership and communication across multiple disciplines with sound analytical and problem solving approaches.

## CAREER HISTORY

To Current  
TwentysixLondon  
London

### **Head of Social Media,**

Cross-account expert on social media strategies and tactics for client and internal projects.

- Developing a new practice for the agency, providing social media expertise to existing clients and working with new business to identify new clients, developing appropriate pitches and proposals

### **Senior Project Manger**

Accountable for the delivery of websites, online advertising and digital content.

- Manage the full project lifecycle for digital content, working with clients, internal teams and external agencies to deliver requirements

Clients include Shell, Epson, Royal Navy and Marines, EHRC, CRUK, Laithwaites, National Friendly

Oct 2007 – Oct 2008

**Consultancy:** Consultancy on viral distribution, social media strategies, social media training, social network business development, web analytics.

iMay 2006-Oct 2007.  
JWT, New York, USA

### **Digital Strategist**

Cross-account expert on social media strategies and tactics for client and internal projects.

- Developed social media strategies for clients, from CPG to pharmaceuticals, from mobile to cause-related groups, such as Sunsilk, Smirnoff, Sensei and Rock the Vote. Areas covered includes content delivery, customer-relationship building, evangelist connections, mobile and gaming tactics.
- Provided internal guidance on use of web technologies, such as open source platforms, syndication of content using XML and content management systems.
- Worked with partner agencies to ensure strategies support other activities such as search, online advertising, content distribution, email and brand websites.
- Developed internal processes and tools to support department knowledge management activities through blogs and wikis
- Developed metrics and measurement strategies for online campaigns
- Provided leadership, coaching and support for internal teams on digital marketing and social media.

Oct 2002-Mar 2006,  
Diageo London, UK

### **Business Project Manager**

Project Manager accountable for the implementation of consumer facing websites and e-enabled processes for multiple global brands.

- Managed the full project lifecycle for website development from concept, through scoping and business case, through to implementation. Co-ordinated all stakeholders and suppliers including creative agency, developers and supporting services across multiple time-zones. Budgets ranged from £5k through to £1m
- Developed website and digital strategy, working with brand teams and agencies.
- Provided leadership, coaching and support to all markets implementing consumer and corporate websites.
- Managed the rollout of a consolidated global hosting solution to support all company websites; the project included selected site migration to new platform, change management and implementation of new Ways of Working with partner Accenture.
- Developed and implemented global project governance methodology for digital

- applications
- Developed and implemented standardised RoI measurements for consumer websites.
- Implemented web site usage reporting system across vendors and site owners.
- Provided content management system training and support. Worked with Weblogic and MS CMS; XML for content distribution and management into flash and other dynamic pages.
- Sites included baileys.com, crownroyal.com, smirnoff.com, captainmorgan.com, guinness.com, uriplanet.com, johhniewalker.com, diageo.com.

June 2000-Sept 2002,  
Diageo, Amsterdam,  
NL

### **Process Improvement Co-ordinator.**

As part of a small team focussing on embedding a self-sustaining process-orientated culture, implement improvements to global supply chain processes and drive line ownership of improvements. Manage the full life cycle of IS and supply team initiatives.

- Designed the high-level organisation to support implementation of global supply processes and SAP system.
- Managed data demerger project for customer/sales information following brand divestment.

### **Seagram Integration Manager (secondment)**

In preparation for a business acquisition, managed the integration of Seagram's products and third party customers into business unit ensuring order processing systems were ready to receive new orders on day of merger.

- Managed multiple cross-functional teams, driving delivery against milestones; areas covered included IS, Data, Communication, Training and Education, Global Supply and Finance.

Nov 1996 – May 2000,  
Diageo, Glasgow, UK

### **Project Team Leader/Project Team Member**

Management and implementation of supply chain projects for UK primary distribution.

- Redesigned order-to-cash process for brand transfer to from UK to Amsterdam.
- Implemented ERP System BPCsv6 to European order processing teams.
- Developed and implemented planning processes between production and despatch.

Jan 1995-Nov 1996,  
Diageo, Glasgow UK

### **Project Manager**

Project Manager with responsibility for environmental issues at Grain Distillery.

- Provided technical support on energy and environmental management.
- Implemented ISO14000 environmental management system.
- Supported roll-out of new integrated process control system; ongoing system administration roll.

Sept 1991 – Dec 1994,  
Diageo, Alloa, UK

### **Project Manager**

Implemented 3 instances of quality management systems (ISO9000) and multiple laboratory and production process improvements.

## **UNIVERSITY EDUCATION**

2001-2002 Open  
University

Certificate in Management Studies

1994-2000, Open  
University

B.Sc(Hons): Technology / Environmental Management / System Analysis / Object Orientated Computing

1988 – 1991,  
University of Oxford

B.A(Hons): Pure and Applied Biology; supplementary in Anthropology

## **OTHER ACHIEVEMENTS**

Qualified Rowing Coach; Barcamp Organiser; Blog at [digitalstuffing.com](http://digitalstuffing.com) and [blog.bibrik.com](http://blog.bibrik.com)