



# Eleanor Sheppard

Commercial Marketing Leadership

Stamford PE9, UK

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## Languages

English (Fluent)

## About

- Highly motivated international commercial marketing leader with player/ coach philosophy
- >20 years multi-industry experience routinely delivering +£M's in net revenue
- Clear track record in business transformation with £multi-million business growth and >100% ROI
- Highly skilled in B2B, B2B2C, B2C & D2C marketing and advertising (client & agency-side)
- Seasoned leader in entrepreneurial, high growth, multinational and matrix organisations
- Exceptional collaborative and cross-functional team player and leader
- Renowned and tenacious self-starter with the energy, drive, and track record of stand-out team success
- Thrives in high energy, dynamic, collaborative, high-performance, non-hierarchical businesses

### BRANDS WORKED WITH



## Experience



### ● GROUP HEAD OF MARKETING & COMMUNICATIONS

Trust Payments | Feb 2022 - Now

- Responsible for global and regional marketing transformation at scale and pace
- Delivered £2.9M in marketing-driven organic revenue in 6 months outperforming previous 12 months by 223%
- Grew website visitors by 56%, social media engagement +198% and LinkedIn followers +36% to >22K in 6 months
- Sourced and contracted PR agency increasing reach >7M with average domain authority 57%
- Delivered branded insight-driven marketing intranet/social platform 'workvivo' and integration of interactive content management platform, 'Mediafly 360'
- Developed and delivered sales pitch decks resulting £multi-million enterprise business wins
- Stabilised brand and created new brand strategy, redefined brand hierarchy integrating multiple acquisitions
- Transformed/ rebuilt siloed marketing function delivering a culture of 'wingmanship' and safe collaboration



### ● GUEST TV SHOPPING PRESENTER

QVC UK | Nov 2020 - Now

Fitness product guest presenter for QVC shopping channel, delivering >£1k sales per minute Nov 2020 - To date

### ● VP OF MARKETING

Leslie | Jul 2021 - Feb 2022

- B2B FinTech start up in Hospitality. Employee number 4. First marketing team hire
- Secured £1.25M seed funding and doubled business growth in 3 months
- Led major rebrand and launch for hospitality fintech - B2B, B2B2C and D2C propositions from inception to delivery
- Delivered new B2B & B2B2C unified brand assets across all customer

touchpoints/ owned 3rd party channels/CRM

Delivered B2B integrated marketing campaigns in hospitality/sport increasing social followers >5000 of new brand

Increased organic brand search >100% and increased site traffic/high intent sales by 132%

B2B launch in main international markets, D2C launch to meet ambitious 22/23 sales targets

Interim 'C-level' leader for 20 person sales & customer experience team

B2B2C customer marketing toolkit, for hotel groups, restaurant chains, independents, sports stadiums to support product education, drive end user usage & increase brand awareness.

## ● MARKETING CONSULTANT

Personalised Video Lab | Apr 2020 - Jul 2021

Personalised Video Lab, Customer Engagement SaaS Platform

Created and delivered new UK subsidiary brand, value proposition and customer messaging platform

Launched website, social channels and executed organic content strategy and plan with zero budget

Organic acquisition of Birmingham FA and regional white label distributor partnership in Sweden worth >30K ARR



## ● VP OF MARKETING

Global Payments | Jul 2017 - Dec 2019

Led delivery of £multi-billion eCommerce & Unified Commerce platform, Multinational Commerce GTM strategy and execution

Delivered £5M in media exposure on an investment of £300K (equal to entire 3-year contract in Y1)

Contracted 3-year sponsorship deal (Leicester Tigers RUFC) delivering £millions in customer acquisition

Led global rebrand of Realex Payments (€115M acquired payment gateway) to Global Payments

Reinvigorated global eCommerce and multinational commerce marketing team and rebuilt UK Regional marketing team infrastructure & processes

Developed and delivered Global brand, Unified Commerce and eCommerce propositions and customer messaging platforms by target vertical

1/22 handpicked candidates out of 24,000 employees to serve on Global GP I&D Advisor Council



## ● CHIEF MARKETING OFFICER

MeaWallet | Jul 2016 - Jul 2017

Global Marketing Lead for SEQR & Seqr Go! & MeaWallet across 16 markets, driving all facets of product marketing, customer acquisition & customer retention.

Created new brand guidelines and messaging strategy for B2C mobile payment 'SEQR' worth £6M

Delivered consumer scheme, branding, messaging for world 1st mobile teenage payment app 'Seqr Go'

Delivered B2B brand guidelines, collateral, and brand assets for B2B digital payments enabler, MeaWallet

Delivered multimedia assets and influencer digital campaign content for SEQR and Seqr Go! <https://www.youtube.com/watch?v=wCfih8R04D0>



## ● HEAD OF MARKETING

Mastercard | Apr 2014 - Jul 2016

Led delivery of key B2B 7 B2B2C marketing strategies to drive demand, growth, and revenue across the EMEAA

Led re-brand of Access Prepaid Worldwide to MasterCard Prepaid Management Services worth £33.2M

Designed and implemented global B2B2C marketing strategy integrating Mastercard 'Priceless Cities'

Developed and delivered best in class, global cardholder marketing collateral

Delivered new EMEAA customer and partner programmes worth £15M ARR

Created new loyalty programme with Mastercard Travel Rewards for

Brazilian resellers worth £5M ARR

Developed brand, value proposition, and co-branded D2C campaigns for Cash Passport worth >£15M

Founded delivered & managed new ELWN (Europeans Women's Leadership Network) Peterborough Circle



### ● GLOBAL PRODUCTS & B2B MARKETING MANAGER

Mastercard | Apr 2014 - Jan 2015

Re-invigorated global prepaid consumer travel brand & product 'Cash Passport', including card & card packaging

Created global brand guidelines & best practice consumer messaging for generic, co brand & white label programmes, increasing brand value and operational efficiency by 110%

Delivered programme marketing launches with new partner distributors in UAE (2015) and Canada (2016)



### ● MARKETING DIRECTOR

INIKA Organic | Mar 2012 - Apr 2014

Directed full multi-channel Global marketing function, accountable for global brand management

Delivered new product launches on TV Shopping Channel, QVC delivering >£1K sales per minute

Increased UK retail sales by over +24% and online sales by over 200%



### ● GROUP MARKETING DIRECTOR & ACTING MD

The Travel Network Group | Jun 2010 - Jun 2011

Headhunted as Group Marketing Director. Stepped up to Acting MD for Worldchoice

Delivered EBITDA of +35% YOY in a fluctuating market and challenging economy

Embedded consumer marketing campaigns serving 800 independent travel agents

Boosted membership participation by 80% and business partner contribution by 30%

Initiated and led the strategic Group Hierarchy & rebrand of TTA Worldchoice to The Travel Network Group

Reduced staff expenditure +15% on a budget of £300K and increased productivity by 200%



### ● HEAD OF MARKETING - Direct Holidays

Thomas Cook | Jan 2009 - Jun 2010

Transformed D2C travel business. Reinvigorated brand driving NP from £2.3M to £9.8M (declining market)

Increased customer acquisition by 75%, retention by 33% with a budgetary savings of £1M

Reduced brochure mailing cost +>50% by implementing a customer propensity driven segmented database to increase ROI, reinvesting savings to drive advocacy and new customer acquisition

Delivered >£1M YOY in operational savings

Led data migration to new supplier system enhancing data intelligence and marketing efficiency

Case Study <https://www.youtube.com/watch?v=LGpNnhWWD0Y>

## Education & Training

1991 - 1992

### ● West Hertfordshire University

CIM Diploma , Advertising & Marketing