



# Martha Murray

Co-Founder & CMO at Sequel - Luxury Marketing & PR Agency. National StartUp Awards, Marketing & PR Finalists, 2023

📍 London, UK

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## About

An ambitious creative with a passion for developing and marketing distinctive brands.

Co-founder and CMO of Sequel, a luxury marketing agency based between London and the South of France. We help renowned travel, hospitality & wellness brands "define, create and elevate" compelling stories, through content creation, social media marketing and PR.

I specialise in using social media and influencer marketing to grow digital communities and create powerful User-Generated Content (UGC). My expertise lies mainly in the wellness and travel spaces, with clients including Rosewood London, Four Seasons Hotels, Puresport and Zooki.

Pooling creative, marketing and PR teams under one roof, Sequel offers a comprehensive solution for luxury brands looking to stand out. We not only devise and market brand stories, but create the visual assets used to tell them. With a graceful and distinctive aesthetic, Sequel caters for brands seeking "social media first" content along with marketing and PR campaigns that deliver growth.

Prior to co-founding Sequel in 2019, I achieved a First Class law degree and Post-graduate degree in Trade Mark Law, before working as a PQ Trade Mark Attorney. In this role, I managed and advised on the global trade mark and design portfolios of luxury brands such as Mulberry, Chanel, Seven For All Mankind and Assos. I am therefore able to marry this experience with a creative & data-driven approach, to facilitate impactful brand-building for Sequel and its clients.

### BRANDS WORKED WITH

- Ode & Rae
- Sequel - Content & Communications Agency

## Experience

### ● Co-Founder & CMO

Sequel - Content & Communications Agency | Sep 2019 - Now

Co-founder and Chief Marketing Officer at Sequel. We specialise in content creation, social media marketing & PR, to help luxury travel, hospitality & wellness brands "define, create and elevate" compelling stories. As the CMO, I work on creative strategies, content production, and social media & influencer marketing campaigns for premium brands such as Rosewood London, Four Seasons, Pfeffer Sal, Puresport and Beauty Pie. Based between London and the South of France, Sequel caters for businesses seeking "social media first" content along with communications and marketing strategies that deliver growth.

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### ● Co-Founder & Creative Director

Ode & Rae | Apr 2017 - Feb 2018

Co-founder of a sustainable swimwear brand. I was responsible for all creative tasks including Website Design, Social Media Management, Content Creation & campaign photoshoots, Influencer Marketing and Product Development.

## Education & Training

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- 2016 - 2017 ● **Queen Mary University of London**  
Postgraduate Certificate in Trade Mark Law and Practice,
- 2011 - 2014 ● **University of Bristol**  
Bachelor's Degree,
- 2004 - 2011 ● **Oxford High School GDST**  
High School,