

Lucy Mooney

Currently living: Manchester

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Makeup Artistry

- Trained at the Cassie Lomas Makeup Academy: Media makeup & hair course (June-July 2014)
- I have worked with Boss and Nemesis Models Manchester on their new faces test shoots (August 2014)
- Worked with the following photographers: Jennifer Jones, Hannah Furness, Kyle Allan, Tim Johnson, Emma Philipson and Craig Flemming.
- Tatton Park Flower fashion Show (June 2014).

Career summary

Jan 2013- April 2014. Assistant Market Activation Manager, Kellogg's UK

Responsibilities

- Responsible for delivering promotional marketing campaigns for the Kids and Family brand portfolio at Kellogg's across the UK and Ireland.
- Executing with excellence point of sale solutions, competitions, experiential marketing, sampling, couponing, retailer media opportunities, trade press & digital campaigns,
- Bringing together multiple stakeholders across the business and leading project teams.
- Managing relationships with external agencies (Carat, Bluechip, Isobar, STI).
- Accountable for brand and trade budgets.
- Working directly with the Institute of Promotional Marketing.
- Responsible for recruiting two graduate new starters and inducting them into the business. Continued responsibility of two direct reports

Key achievements

- Managed and delivered the Merlin Entertainment Ltd & Kellogg's summer promotion, Grown-Ups go Free. The promotion achieved 1.6 million redemptions and over 8,000 in-store point of sale displays in the major supermarket multiples. The promotion ran across 75 million packs of cereal and has been Kellogg's most successful promotion to date.
- Worked in partnership with the Discovery Channel and Kellogg's to create 16 wildlife videos <http://www.rkmgs.co.uk/discovery-codes/>.
- Project managed 'Tweet When You Eat,' an on pack promotion driving a targeted audience to participate in daily Twitter challenges across the summer. Part of this project utilized 14 YouTube vloggers . The videos created have generated nearly 5 million views.
- Launched, designed and managed a 'back to school,' point of sale promotion through Tesco's, Asda and Morrison's. Resulting in an exclusive partnership with Tesco's, which featured on TV and through Tesco's media channels. The point of sale included a card board cereal bus which allowed for both pre-filled requirements and none, aisle media, car park media and foyer displays across 450 stores.
- Delivered the 'Give a Child a Breakfast,' promotion in 2013, which raised over 2 million breakfasts for children in need and help set up 300 new school breakfast clubs. The PR from the campaign reached an audience of 14 million people and 338,000 social engagement posts.
- Developed a sampling experiential campaign for Alton Towers for 100 days in 2013 in partnership with the new ride 'TheSmiler.'
- Delivered 1.2 million All Bran health coupon mailers through a targeted TNT post code door drop campaign.

- Created the Krave Idol Pitfall app, which reached number 5 on the UK free download app charts.

May 2011- Nov 2012, Associate Account Manager, Google UK

Responsibilities

- Responsible for achieving a quarterly Search revenue target of 12.4 million dollars and a Display revenue target of 5million dollars.
- Responsible for creating the digital strategy recommendations for high value Branding clients, the majority of whom were from the Automotive sector.
- Providing comprehensive, proactive optimizations and website best practice across search, display and mobile.
- Maintaining up to date product knowledge on all of Google's owned media channels and training agency contacts.
- Trouble shooting and managing a portfolio of client's AdWords accounts.
- Booking YouTube ad formats and managing campaigns across the Google Display Network.
- Providing trend analysis, benchmarks and competitor reports.
- Designing pitch decks and answering briefs.
- Creating and managing Google + Pages. Providing social media trends and insights for clients.
- Owning the content creation for the Automotive team website.
- Writing articles for the Automotive press.
- Responsible for responding to all branded briefs and providing pitch decks. Working closely to Google's internal creative and implementation teams.
- In charge of curating content for the Google Think Insights EMEA website.

Key achievements

- I was part of the project team that developed and created the Think Insights website <http://www.thinkwithgoogle.com/insights/>, which received internal recognition across EMEA.
- I created and launched 3 Google branded marketing video show reels. Which were used for large public events such as Think Mobile in 2012.
- PPC expert: Certified in Google AdWords and across all of Google's products and ad formats (search, display, mobile and social).
- Specialist in display digital marketing across YouTube and the Google Display Network.
- Client portfolio of over 30 clients. The daily contact for one of the biggest agencies in the world, Group M, (Mindshare) and clients such as Ford, VW and Land Rover.
- Increased traffic by 20% through improved SEM and site visibility across 10 of the biggest Automotive clients.
- I organized ThinkGearshift, a digital strategy event for 30 top UK automotive clients on how to drive traffic and increase conversions in San Francisco.
- Whilst at Google I served as an active member of 'Women at Google,' group. Helping organize events such as 'International Women's Day 2012.'

June 2009 – May 2011 Retail Marketing Executive, Adidas UK

Responsibilities

- In charge of the management of a portfolio of quality marketing campaigns across a national account base in the UK, working with clients such as DW Sports (200 doors), John Lewis (150 doors), Sweatshop (50 doors) and Running Specialists (400 doors).
- Responsible for the marketing strategy across key categories across the Adidas business: Running, Cricket, Women's Training and Stella McCartney Adidas range.
- Proactively managing retail marketing and sales budgets with a value in excess of £500,000.
- Managing and tracking return on investment across all activity and providing feedback for the senior management team.
- Representing the organisation at product launches and events, designing and delivering presentations to large audiences.
- Responsible for maintaining and providing content for Adidas Running Facebook page.

Key Achievements

- Playing a key role in driving sales towards the 8 million running target and increasing the London Marathon shoe count to a number two position.
- Designing and managing the brand stand at the London Marathon Expo for two years, with over 32,000 attendees.
- Organising and managing the creative process for the Women's AW2011 photo shoot for the Next Directory featuring Jessica Ennis.
- Executing the Women's 2011 SS Point of Sale series across 40 John Lewis Stores.
- Managing the new Retail Space Management point of sale project across the UK high street, for over 500 venues.
- Leading the London 2012 staff incentive program across Sweatshop's entire store staff involving six Olympic disciplines over two years.
- Successfully managing a training manual initiative, which has been recognised as a form of best practice and has been rolled out as a global initiative.
- Organising and managing the creative process for the Cricket AW2011 photo shoot with the England Cricket team.

2008-2009 Sales Development Graduate Internship, Adidas UK - I was selected for the role out of 800 applicants.

Responsibilities

- Completing a challenging trainee placement delivering three legacy leaving projects over the course of the twelve months
- Project one: Rolling out the new automated segmentation system to the sales force (200 people)
 - Project two: Drafting the new distribution trading policies for the Adidas account base both online and in store.
 - Project three: Performed extensive competitor analysis for a retail project analysing the UK retail landscape.

Key achievements

- Successfully completed 8,000 surveys across the UK and Ireland, which looked into the retail landscape of the Adidas consumer. Achieving global targets for survey completion before any other country.
- Training the entire sales force on a new sales system.
- Receiving official recognition for performance following a presentation of results to the board of directors on the competitor analysis project, which was later referenced in the Adidas Business plan for 2012.
- Promoted after 10 months to Retail Marketing Executive.

Career summary contd.

2006-2007 Visual Merchandiser Red Alert Fashion Agency

- Responsible for the development of visual propositions Scotch and Soda, Penguin, K-Swiss and Ugg.
- Developing strong working relationships with numerous UK retailers facilitating the delivery of excellent client management.

2003-2004 Sales Administrator, Plexus Cotton LTD

- Accountable for the preparation of purchase and sales contracts for the Exotics team on a busy trading floor.

- Organising the 2003 Plexus Cotton Convention, an international event with one thousand globally based delegates.

Education and qualifications

MSc. 2008)	Clothing Product Development, Manchester Metropolitan University – Merit (2007-2008) <i><u>Dissertation:</u> Consumer Behaviour in mature Women (20,000 words)</i> <i><u>Modules:</u> Sourcing, textile testing, sizing, design, CAD/ Photoshop, marketing, supply chain, fast fashion, sewing and pattern drafting</i>
BA Hons	Geography, University of Manchester - 2.1 (2004-2007) <i><u>Dissertation:</u> Tea Trading Routes: (15,000 words)</i> <i><u>Modules:</u> Geographies of Health, cities and towns, Economic Geography, maps, Island Geography, glacier studies and Geographies of space</i>

Birkenhead High School for Girls

4 A Levels	Geography (A), Classical Civilisation (A), Biology (C) and General Studies (B) (2003)
5 As Levels	Art (A), Geography (A), Classical Civilisation (A), Biology (B), and General Studies (A) (2002)
10 GCSE's	Including Mathematics and English – all at grades A-C (2001)

Key I.T. skills

Clait Level 5 – Microsoft Office, Hitwise, Keynote, Google +, Facebook, Twitter, Pinterest, Four Square, Google Analytics, YouTube analytics and AdWords

References are available on request