

HOLLY TRIBE



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SUMMARY

A digital communications and brand specialist with 13+ years of experience in content management, website production, and multi-channel communication strategies. A penchant for unpicking messy processes and building things the 'right' way to give digital products the longest shelf-life possible.

Expertise spans childcare, education, and global brands, with a focus on delivering consistent, engaging content across platforms. Proven ability to keep existing technical, creative, and management team dynamics on an even keel and drive impactful campaigns in diverse environments.

Hi TRIBE

DIGITAL PROJECTS

Remote/Geneva,
Switzerland
Sep 2023 - Present

CONSULTANCY

Short-term, digital project management bridging technical, design and senior management teams.

Five Rivers Child Care: Central website content expansion, rebuild four partner websites plus delivery of four corresponding 12 month content plans.

Practic (OKR consultancy): Social media strategy, brand implementation and website content creation and management.

FIVE RIVERS CHILD CARE

SOCIAL ENTERPRISE

Salisbury, United
Kingdom
Feb 2021 - Present

DIGITAL LEAD (MANAGER)

Proud to be part of a small and nimble team who's key focus is turning the lives of vulnerable children around.

In-house lead for digital marketing, web and social media content planning, web development projects, newsletters, PPC and SEO strategy. Line-management duties, and link point for web development agency, content and design freelancers.

IRIE DIGITAL

DIGITAL MARKETING AGENCY

Yangon, Myanmar
Aug 2019 - Sep
2020

ACCOUNT DIRECTOR

Responsible for the strategic and creative execution of digital campaigns for a portfolio of key accounts including; GIZ (Save for Future Myanmar), Shell (Laos).

Created localised content featuring multiple Myanmar languages and styling to resonate with target demographics. Produced a suite of social media films to actively engage people in conversations around financial security. Gained knowledge of the local publishing environment - how mobile network limitations in rural areas and auto-translation features would affect campaign output.

Developed and implemented the agency's brand strategy, including the delivery of a new website, digital communication plan, thought leadership articles and production of Irie's annual digital and social media conference 'Digital Refresh: 2020 Vision' at Yangon's Secretariat for 150 attendees.

McLAREN RACING

F1 TEAM

Woking, Surrey
Mar 2018 - Feb
2019

BRAND MANAGER

Worked with the in-house creative studio and a range of content specialists to deliver best-in-class brand initiatives for one of the world's leading sports brands..

Digital Asset Management System: Project managed the development and delivery of a new asset management platform. Included extensive archiving, copyright and metadata management, working with a team of developers to create a bespoke platform.

2018 F1 Digital Garage: Delivered the digital component of a £2.2million redesign of McLaren Race teams' Formula 1 garage. Worked with a motion graphics artist to develop a dynamic content plan for the 270 degree screen which evolved with each race. Managed the real-time content programming powered by social media feeds, bespoke sponsor content, live TV broadcast inputs and F1 telemetry data.

McLAREN

F1 TEAM

Woking, Surrey
Nov 2012 - Mar
2018

SENIOR DIGITAL PRODUCER (MANAGER)

Responsible for the creation, curation and production of digital content across McLaren's portfolio of digital platforms. Created content for key campaigns for the brand and for McLaren F1 teams' sponsors/partners. Worked directly with PR, social media and data analytics teams to steer content publishing strategies and identify emerging trends to amplify reach into global audience segments. Worked closely with both internal stakeholders and a trusted network of freelancers and creative agencies to deliver everything from mobile apps to global car launch campaigns.

McLaren mobile app: Successfully launched McLaren's first mobile app, managing content and push notifications across race weekends.

McLaren Instagram: Launched the team's Instagram page and grew the channel from 0 - 550,00K followers over two years. Made McLaren the fastest growing and highest engaged F1 team on this platform at that time.

MP4-31 car launch: Two weeks, eleven films, three photoshoots and the delivery of the most successful McLaren digital car launch of its time. Used a range of cutting edge technical production methods, including high-motion video capture and html5 website wrapper.

**McLAREN
F1 TEAM**
Woking, Surrey
Nov 2012 - Mar
2018

DIGITAL COMMS AND PRESS OFFICER

Executed the global digital communications output over the course of 21 race weekends. Duties included:

Content and social media production: Managed the live Twitter feed, multi-language websites and other social media platform updates throughout the course of a Formula 1 race weekend.

Race-based PR activity: Chaperoned drivers during media and race activities, arranging media schedules and interviews with international print and broadcast journalists.

Communications: Cascaded ever-evolving comms plans to drivers and relevant team personnel ahead of live TV segments with broadcasters in multiple languages.

PR: Drafted press releases and short form news stories, and managed CMS publishing of content to websites and the digital media centre. Implemented crisis comms strategies on the ground.

**WORLD
STORES
ONLINE
RETAILER**
London
2011 - 2012

VIDEO & IMAGE PRODUCER

Set up a rich media department for this rapidly growing e-retailer to improve quality of image and video output across a portfolio of 70+ websites. Implemented batch processing methods to optimise, organise and tag large quantities of media.

**AXONN
MEDIA
CONTENT
MARKETING
AGENCY**
London
2009 - 2011

ASSISTANT EDITOR

Researched and wrote high volumes of online news articles to exacting editorial standards. Created video content to leverage YouTube as a publishing platform and leverage SEO strategies to improve organic Google search results.

EDUCATION

**FURTHER
LEARNING**
2014

BTEC, INTRODUCTION TO ADOBE AFTER EFFECTS,
PREMIERE PRO, PHOTOSHOP, LIGHTROOM: Intermediate working knowledge

**LONDON
SCHOOL
OF
JOURNALISM**
2010

DIPLOMA, INTRODUCTION TO JOURNALISM
Distinction

**UNIVERSITY
OF
MANCHESTER**
2002 - 2005

BA HONS, PHILOSOPHY, ENGLISH LIT & DRAMA
2:2

**ST JOSEPH'S,
READING**
1994 - 2001

A LEVELS: ENGLISH LITERATURE (B), DRAMA (C), ART (C)
GCSE's: 11, Grades A - C