



SARA MCCRAIGHT

Current- Head of Marketing

CONTACT

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EDUCATION

MINI MBA - MARKETING

2017 - Marketing Week

FUTURE LEADERS PROGRAMME

2017-18 - Women in Advertising & Communications (WACL)

MARKETING ACADEMY SCHOLARSHIP

2015-16 Fast track leadership programme for Top 30 UK marketers.

1ST CLASS MASTERS DEGREE

2006-2009

University of Cambridge & Judge Business School
Geography & Management

SECONDARY EDUCATION

5 A's at A levels + Top 5 result in the country for Geography

11 A* GCSE + Top 5 result in the country for Geography

ABOUT ME

- 8 years' experience in FMCG, retail, e-commerce, start-ups, and social enterprise.
- Data-based and commercial marketer with strong track record in brand strategy, innovation, digital marketing and strategic partnerships.
- Broad commercial awareness in product design, e-commerce, finance, sales, and logistics.
- A passionate leader, communicator and team builder focussed on self-development.
- Thrive in fast-paced and innovative environments.

CORE STRENGTHS

Brand strategy
Brand management
Team leadership
Digital marketing

Campaign planning
Innovation
Strategic partnerships
Commercial acumen

VALUES

Positivity
Entrepreneurial spirit
Self-determination

Empowering others
Keeping things simple
Work hard play hard

EXPERIENCE

HEAD OF MARKETING - STREET LEAGUE

Feb 2016 - current (1 year 8 months)

Street League is an award-winning UK social enterprise on a mission to end youth unemployment using the power of sport.

- This role as has been a brand strategy overhaul with a complete re-brand and a digital transformation focus.
- Defining the brand strategy and 3-year growth plans which has increased youth sign-ups by 10x.
- Re-branding strategy, design and execution to consolidate two brands and refocus on youth audience.
- Designing the multi-channel communications strategy including B2C youth marketing, B2B corporate marketing, internal employee engagement, and fundraising.
- Performance marketing analysis to deliver a 5x reduction in cost per acquisition.
- Game-changing partnerships to accelerate growth including Nike, social media influencers and the Trinity Mirror media group.
- Growing thought leadership with a campaign for transparency and leadership blogs.
- Leading team of four passionate marketers to achieve our goals, and motivating and enabling a regional marketing team of 110 to achieve their recruitment targets.

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AWARDS & RECOGNITION

2017 - WACL Future Leader

2014 - Ernst & Young Top 30 Global Entrepreneurs

2013 - Ranked 18 in Fast Track 100 Fastest growing companies for start-up venture.

2009 - Graeme Minto £5,000 scholarship for Top of Class Degree result.

INTERESTS & PASSIONS

Sport & fitness

Hockey, triathlons & challenge events

Baking

Travelling

LANGUAGES

English native speaker

Conversational French

FUN FACTS

3 Guinness World Records

£10,000 raised for charity

EXPERIENCE cont.

FOUNDER & BRAND DIRECTOR - MORPHCOSTUMES

2012-2016

MorphCostumes is an innovative global costume brand with patented innovation, passionate fans and an industry leading e-commerce platform. 2016 turnover: £14million.

- In this role I created a new global costume brand in an unbranded industry, designed patented innovation, learned the ropes of setting up a new business across all functions and lead multi-functional business transformation projects to steer the company in a new strategic direction.
- 2012-2014: Creator of MorphCostumes to stretch the Morphsuits brand from its niche product offering to the wider costume market. The new business required consumer research, concept testing, new product design and innovation strategy, business plan, funding pitches, P&L and cash flow analysis, brand design, product development, marketing and sales and delivered £1.5million sales in 2 years.
- 2014-2015: Brand strategy to create the industry's first brand marketing campaign to grow the business +34%, and set the strategy to expand and diversify our product range with a £60m sales opportunity. Multi-functional business transformation project to add 3,000 product lines to our online sales platform within 3 months.

ASSISTANT BRAND MANAGER - PROCTER & GAMBLE

2009-2012

Fortune 500 global FMCG brand marketing company with \$83 billion dollar turnover.

- Classic P&G FMCG brand and commercial training from an internship at university to Senior Assistant Brand Manager across various roles through internal promotions.
- Launch of Ariel Stain Remover which won Grocer New Product of the Year award and delivered £15million sales in its first year.
- Responsible for £250million net sales per fiscal year for the no.1 laundry brand for P&G in its biggest category.
- Launched first multi-brand retail campaign for laundry to use shopper insight and competitive advantage to deliver £30million incremental sales.
- Lead UK Olympic sponsorship campaigns for UK Laundry brands including "Clean Up London" campaign with Boris Johnson.

PROFESSIONAL SKILLS

Leadership	████████████████████	Distribution	████████████████████
Audience Insight	████████████████████	Pricing	██████████████████
Research	████████████████████	Integrated comms	████████████████████
Segmentation	██████████████████	Campaigns	████████████████████
Positioning	██████████████████	Brand development	████████████████████
Brand strategy	████████████████████	Agency Management	████████████████████
Goal setting	██████████████████	PPC Acquisition	██████████████████
Product development	██████████████████	Adobe Suite	██████████████████