



ZOE STAPLES

MARKETING STRATEGIST

CAREER HIGHLIGHTS

As a strategic planner, marketing expert, communications specialist, brand builder, coach and mentor, Zoe wholeheartedly believe in the power of a great strategy, an empowered and inclusive culture, brilliant people, loyal clients and a brand that lives, breathes and sparkles.

From start up's to SMB's, social enterprises and publicly listed global businesses, Zoe brings together strategy, marketing, communications, people, customers and commerciality to deliver transformation, fast track growth programmes, and brand recognition that works to get businesses noticed through results.

KEY STRENGTHS & SKILLS

- **Inclusive Leadership**
Invested in and author of inclusion strategies for global businesses. Pro-bono mentor, coach and strategic advisory for experiential VR lived experience and empathy training entity. Champion of internal wellbeing and health initiatives which provide a platform to share ideas without judgment.

EXPERTISE

- Strategy / Strategic / Business / Marketing Planning
- Business Transformation
- Cultural Engagement
- Executive / Team Leadership
- Mentoring/ Coaching
- Strategic Marketing
- Digital & Direct Marketing]
- Content Marketing
- Marketing Communications
- Copywriting
- Media Relations / PR
- Market / Client Insights
- Internal / External Communications
- Diversity and Inclusion
- Financial Management
- Sponsorship
- Bid Management
- Account Based Marketing / BD
- Supplier Management

PERSONAL PROFILE

- Open and Inclusive
- Strategic and tactical - design, delivery and implementation
- People and client centric
- Ambassador of people and culture
- Passionate about transformation
- Strong values base: empathy, equity and integrity
- Participative leadership and grounded team contributor
- Voice of the Customer (CX)

- **Visionary Ideas with hands on delivery**
Operating at executive, operational and consumer levels to collaborate, ideate, craft and deliver powerful strategies and programs to build brand personality, authentic presence and a market leading profile.
- **Market Insights and research program**
Active promotion and execution of research projects across market, sector and consumer segments; facilitating insight program to drive brand and growth initiatives and inform powerful propositions.
- **Skills that impact the whole business**
Commercially driven, full stack marketer, active communicator and networker, adding value at a business level, with specialist contributions across the strategy - marketing - communications - growth portfolio. Delivering effective, timely and efficient programs with uncompromising standards.
- **Entrepreneurial spirit**
My collaborative and respectful approach towards my colleagues allows me to perform at a senior level, whilst leading, building, and managing highly effective teams.
- **A passion for transformation**
Driver of challenge and change, working across business units and boundaries to create and deliver transformational plans with significant experience in the sale, acquisition, divestment and integration process.