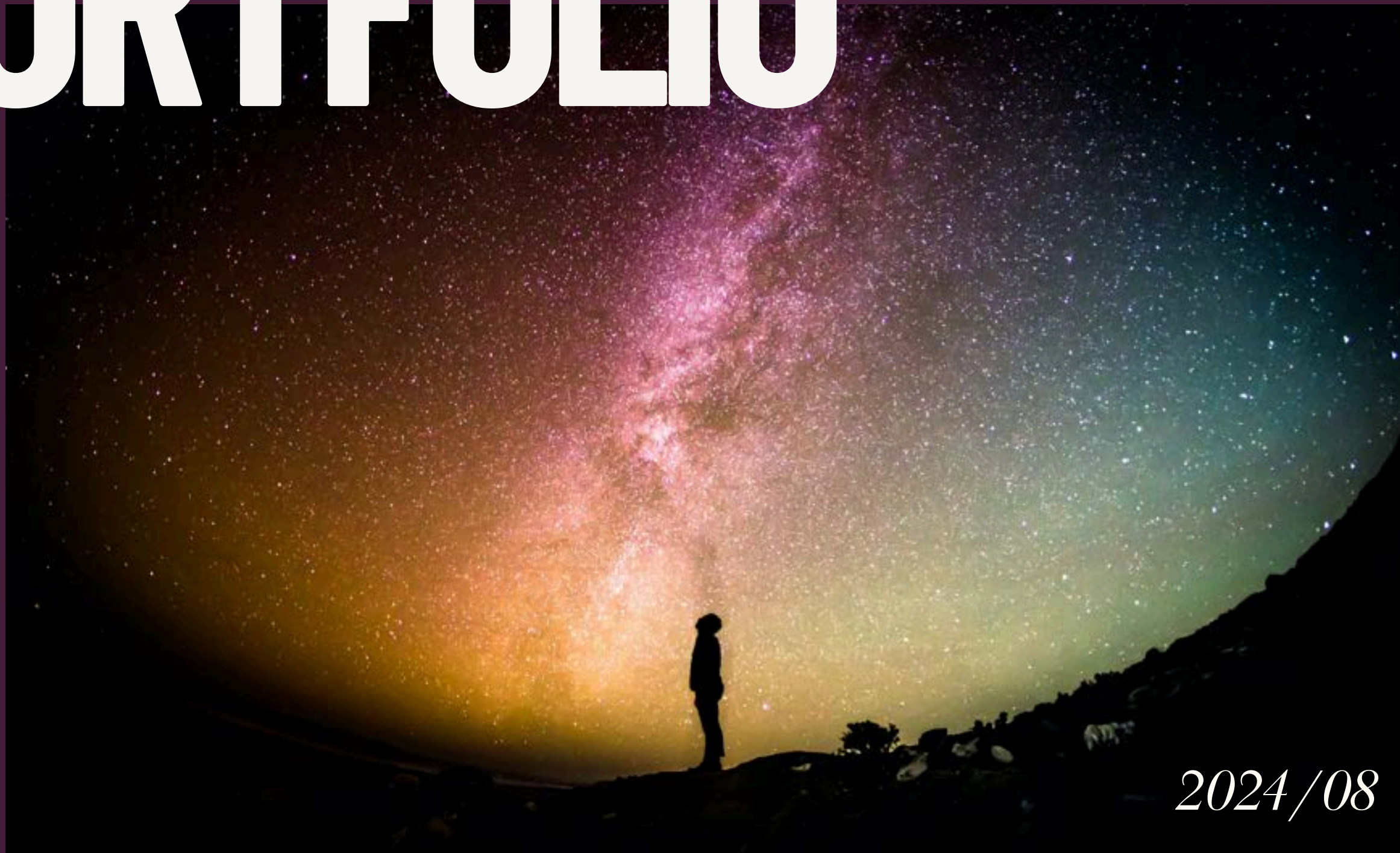

**CHERISE
LINDSEY**

PORTFOLIO

Strategic Marketing & Brand Leadership
Digital Marketing & Website Development
Branding & Visual Identity
Leadership & Team Development
Social Impact & Philanthropy Initiatives
Event Management & Luxury Hospitality
Creative Services & Design
Content Creation & Social Media



2024/08



Introduction

About me, professionally.

- A seasoned **Chartered Marketing professional** with a rich background in family office and multinational enterprise environments, I bring a wealth of experience in guiding businesses through the intricacies of brand development, strategic marketing, and project execution.
- As a dynamic polymath with extensive **multi-sector experience**, in sectors like Maritime, Aerospace, Real Estate, Hospitality, Financial Services, EdTech, Education, Start-Ups and Renewable Energy (and many more), I embrace the power of interdisciplinary exploration.
- My **collaborative leadership** style, honed through diverse projects, reflects a commitment to fostering team growth and achieving significant results in the dynamic landscape of digital marketing and communications.



Introduction

About me, personally.

- With an unwavering commitment to professional and personal development, I am a **creative thinker** and **AI enthusiast** passionate about leveraging technology to enhance efficiency.
- My commitment extends beyond professional success to **personal growth**, with a passion for **mastering new skills** like image editing and generation, advanced data analysis, environmental stewardship, and supporting the energy transition sector. This is woven into a holistic approach blending creativity, strategic thinking, technological innovation, and meticulous planning.
- Outside the career realm, you might find me cycling, tending to my garden, or championing the cause of barefoot shoes.

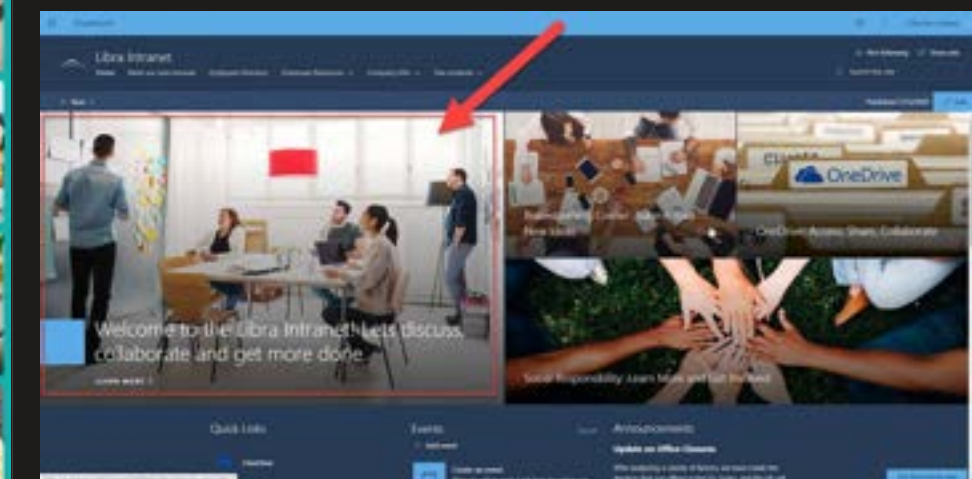
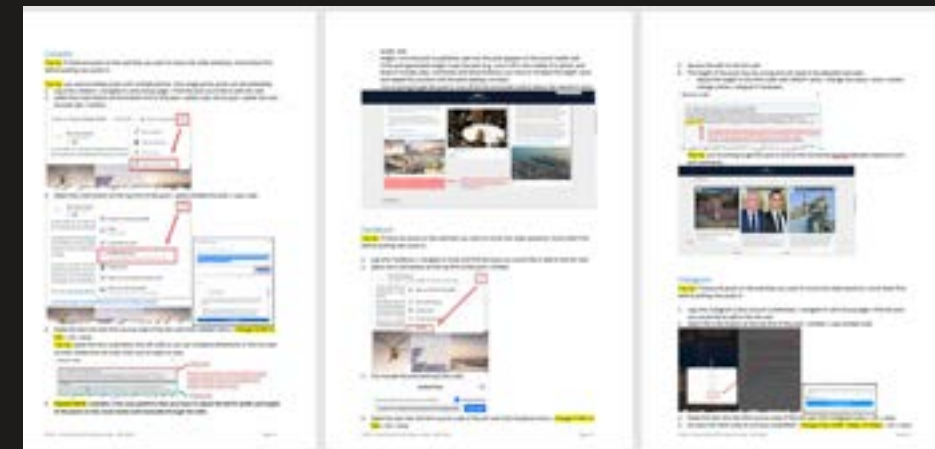
Strategic Marketing & Brand Leadership

Overview

Demonstrated expertise in guiding businesses through digital landscapes, emphasising brand development, strategic marketing, and project execution.

Highlights

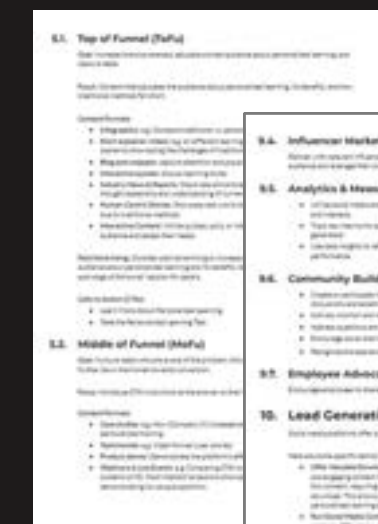
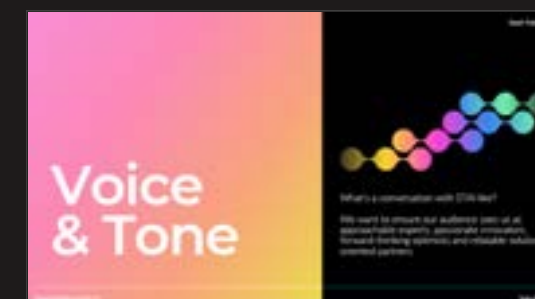
- Developed and executed comprehensive **brand and marketing strategies** for diverse clients across multiple sectors.
- Led the creation of robust **brand identities** and visual languages for multiple clients.
- Conducted in-depth **audience research** and developed **buyer personas** to inform marketing strategies.
- Implemented **data-driven marketing campaigns** to increase brand awareness and generate leads.
- Spearheaded the creation of the **Libra intranet**, enhancing **internal communication** and collaboration.
- Developed a **LinkedIn toolkit**, fostering consistent and high-quality executive profiles.
- Crafted comprehensive **internal guides**, optimising operational efficiency.



Smart-Training AI

Spearheaded the development of a **comprehensive brand strategy** for Smart-Training AI, a pioneering EdTech startup, from inception to market launch. Oversaw the creation of a robust **brand identity**, including **logo design**, **brand guidelines**, and **visual language**. Developed compelling messaging and content to position Smart-Training AI as a thought leader in the AI-powered learning revolution.

Managed the development of a comprehensive **marketing and communications plan**, encompassing **social media strategy**, content creation, and public outreach initiatives. Collaborated closely with cross-functional teams to ensure brand consistency across all touchpoints. Implemented data-driven marketing campaigns to increase **brand awareness** and **generate leads**. Developed and executed investor **pitch decks** and **presentations** to secure funding.



Strategic Marketing & Brand Leadership

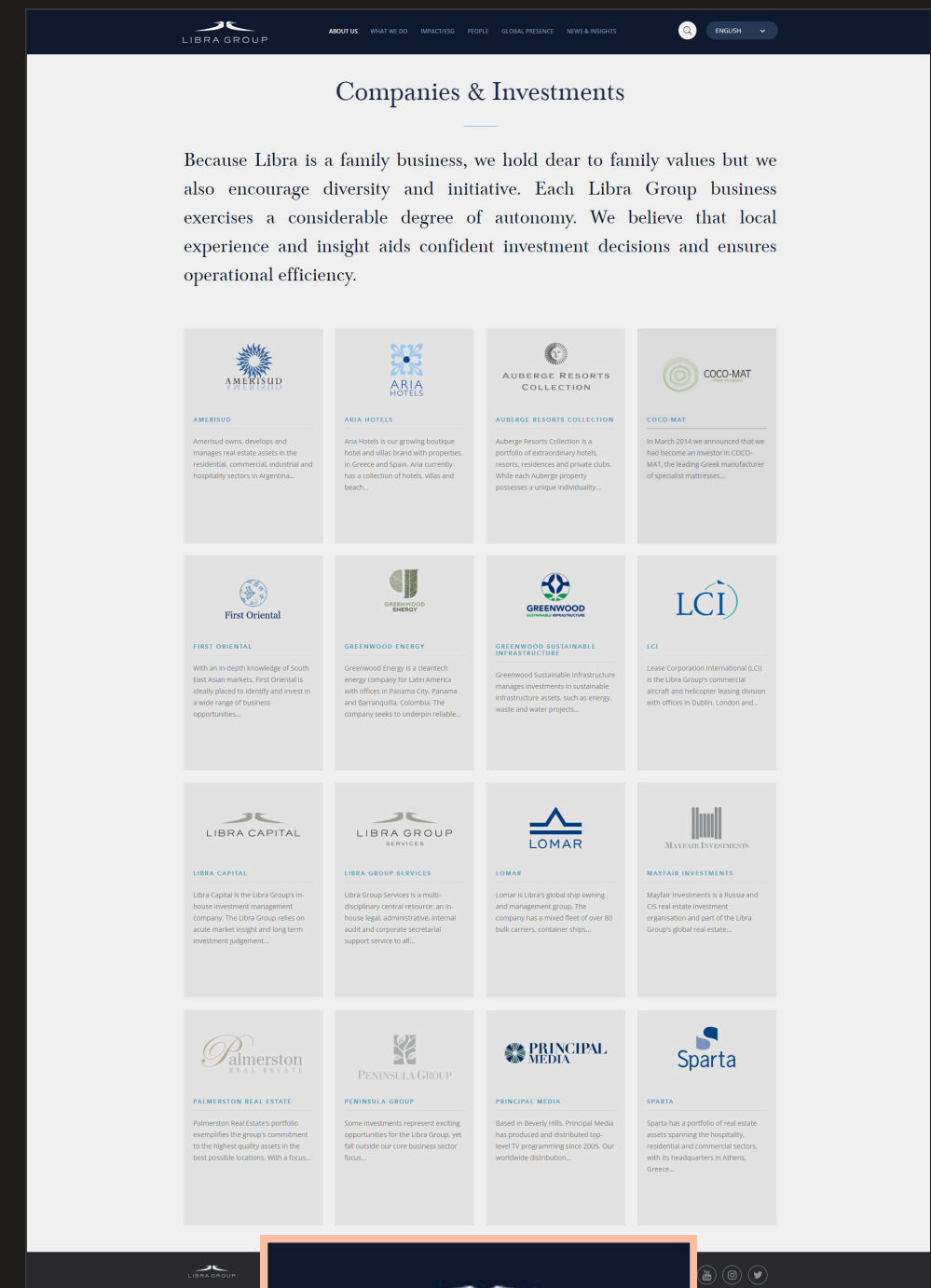
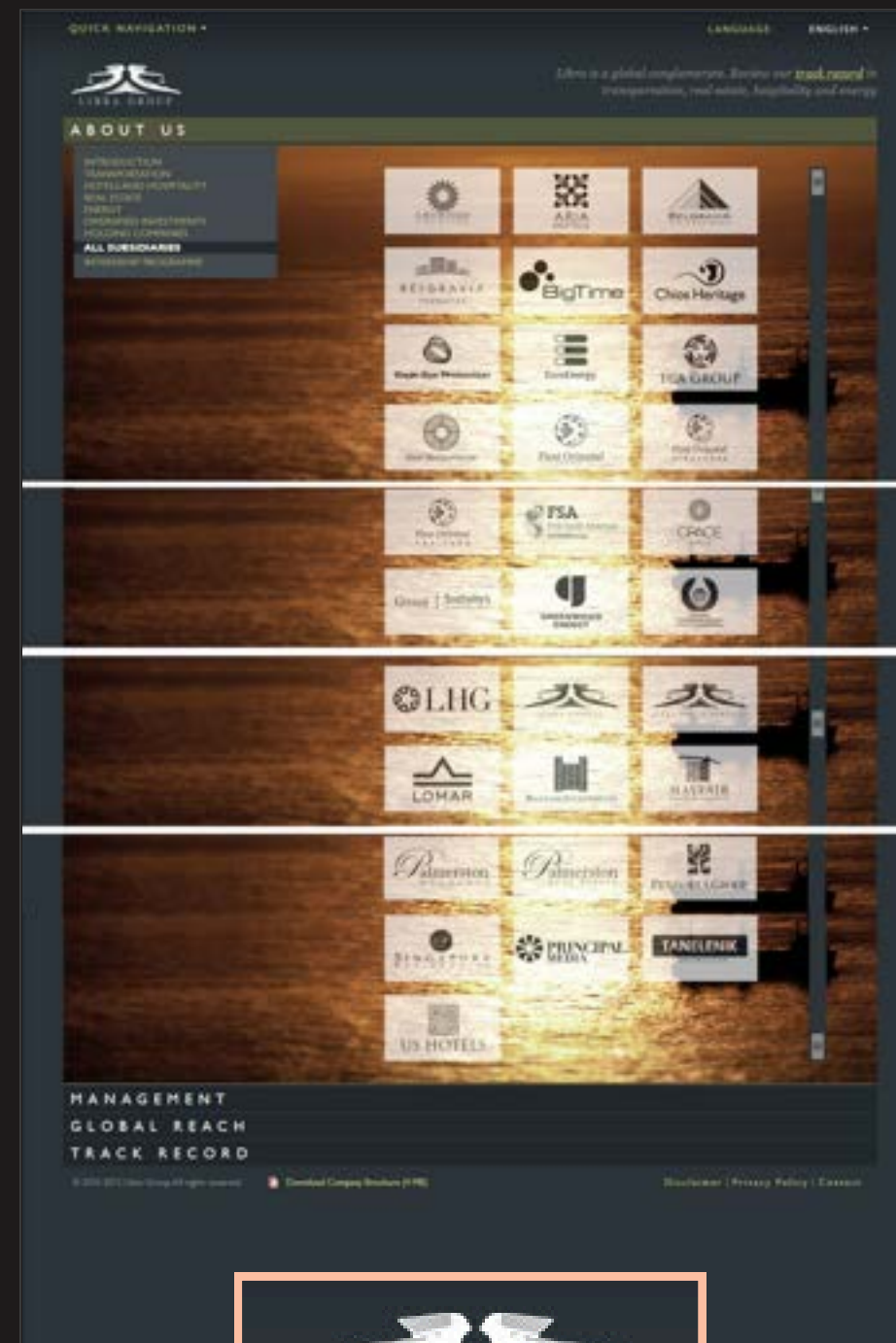
Multinational Enterprise/SFO

Libra Group

Project-managed comprehensive **brand development initiatives** for all Libra Group subsidiaries, overseeing branding, visual identity, Marcoms, and project management for 30+ subsidiaries across multiple sectors

Orchestrated **targeted marketing campaigns**, including business development and VC investor presentation decks, press releases, events, reports, and trade shows.

Managed the strategic rebranding of parent company, Libra Group, across numerous locations, websites in multiple languages, corporate stationery and signage.

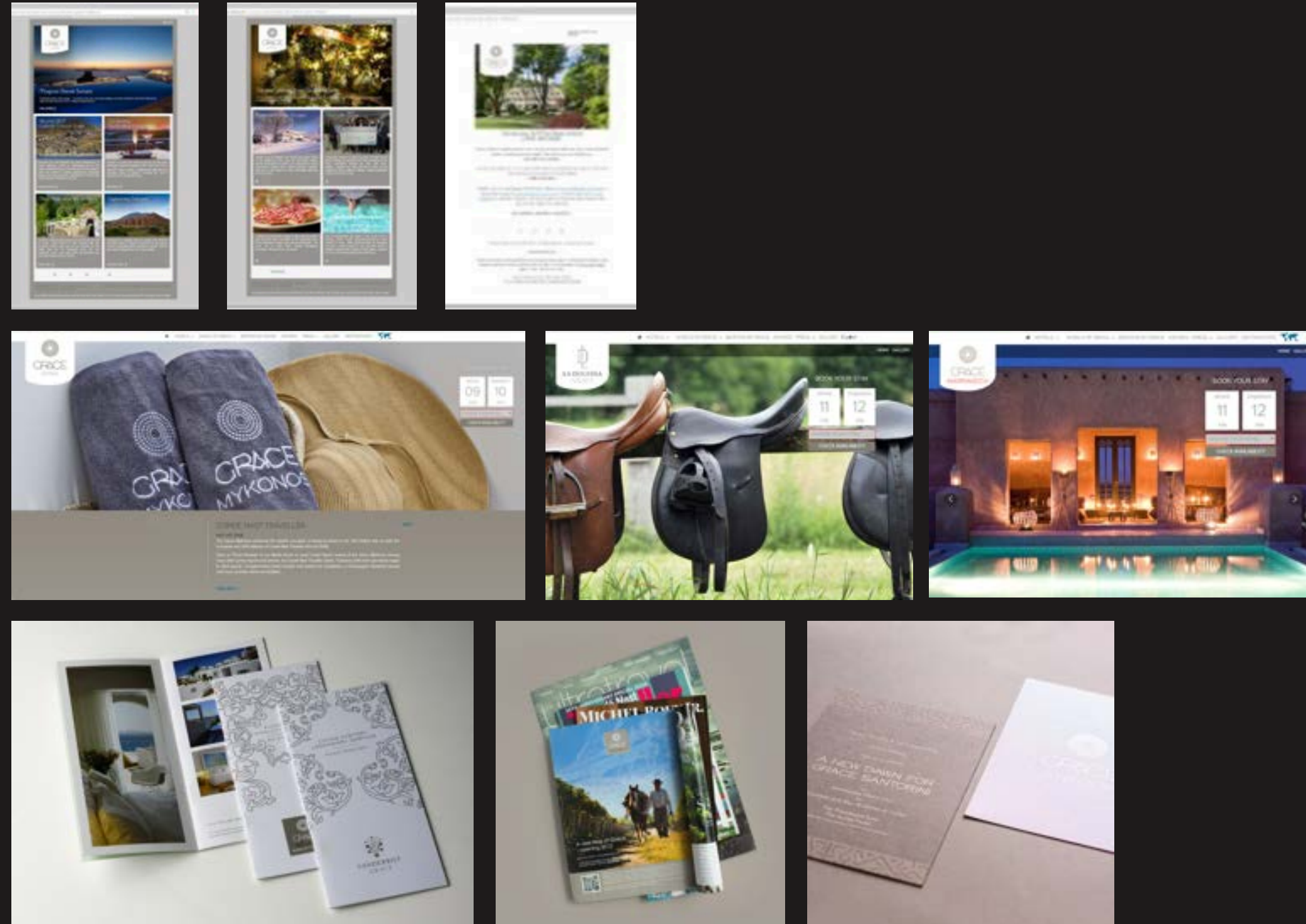


Grace Hotels

I collaborated on comprehensive **brand development** for the **boutique high-end hotel group**, across 15 hotels individually and at a group level, overseeing branding, visual identity, Marcoms, and project management.

I orchestrated **targeted marketing campaigns**, including press releases, email marketing, events, reports, and trade shows, aligning with the group-wide rebranding initiative.

Additionally, I **managed strategic projects** for the redevelopment of Grace St. Moritz, collaborating with project leaders, and architects, and producing materials for town council applications, while ensuring cohesive brand integration for new additions to the hotel portfolio.



Digital Marketing & Website Development

Overview

Transformed internal communication with interactive **e-newsletters**, digitised **corporate brochures**, and led prolific **content creation** for diverse **digital assets**.

Highlights

- **Internal communications newsletter:** Designed static layouts and the interactive online version, including video production, and polling.
- **Modernised corporate brochures:** Created virtual editions, eliminating printed copies and saving 100% on future editing, distribution, storage, and obsolescence costs.
- **Content creation:** Managed all aspects of digital assets, including presentations, guidelines and report creation, copywriting, and editing.



Libra Group

Executed comprehensive digital marketing initiatives for Libra Group, overseeing multiple website projects with multilingual translations.

Highlights

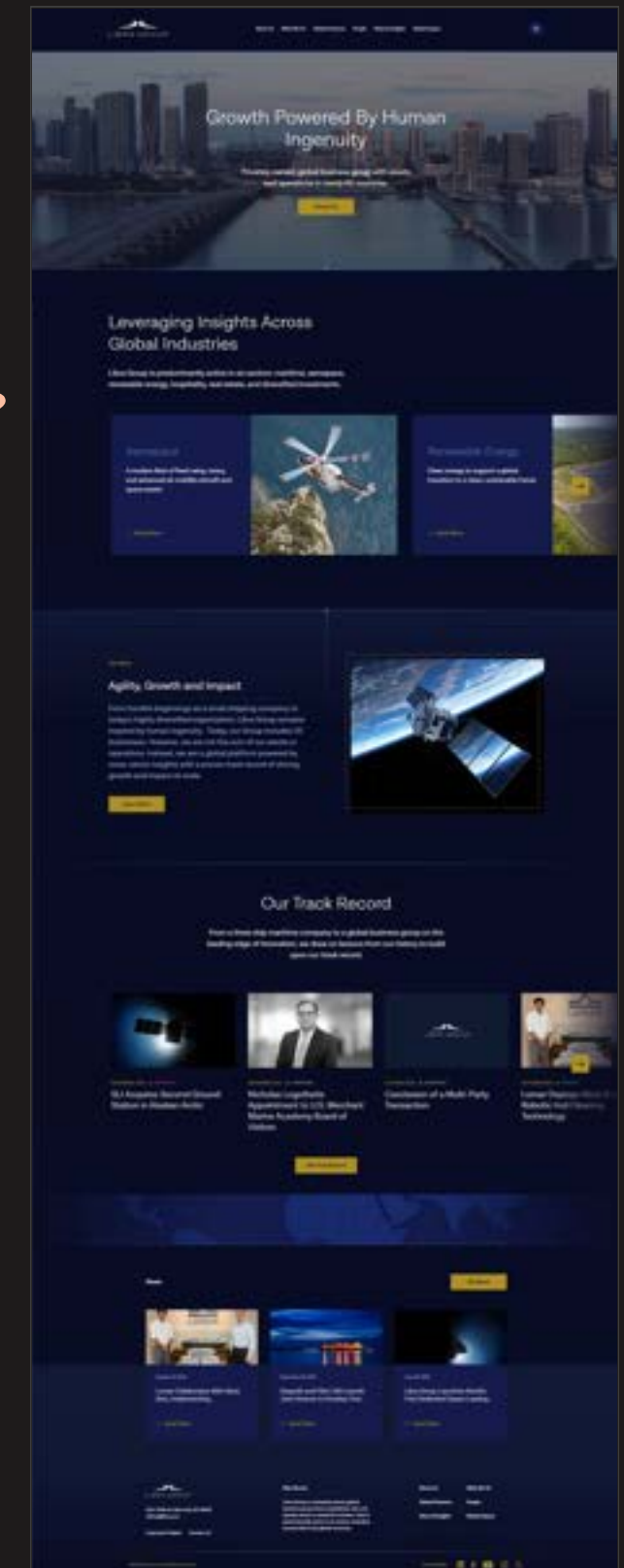
- **Streamlined multi-lingual web development:** Reduced development time and costs by 20%.
- **AI content creation:** Pioneered AI use for a 30% increase in content production and 10% cost reduction.
- **Integration of 16 disparate websites:** Centralised management with a unified dashboard.
- Utilised diverse skills to handle **complex projects beyond marketing:** content creation (video, audio and imagery) and social media campaigns.



2011



2018



2016

Digital Marketing & Website Development

Hotels & Hospitality

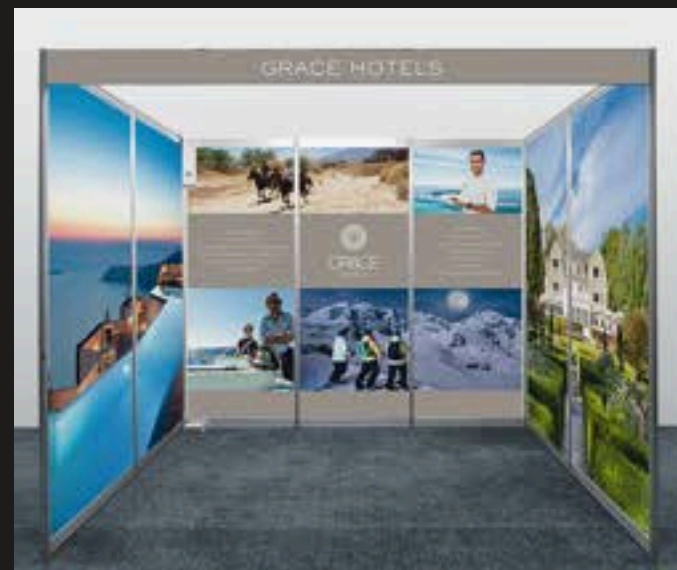
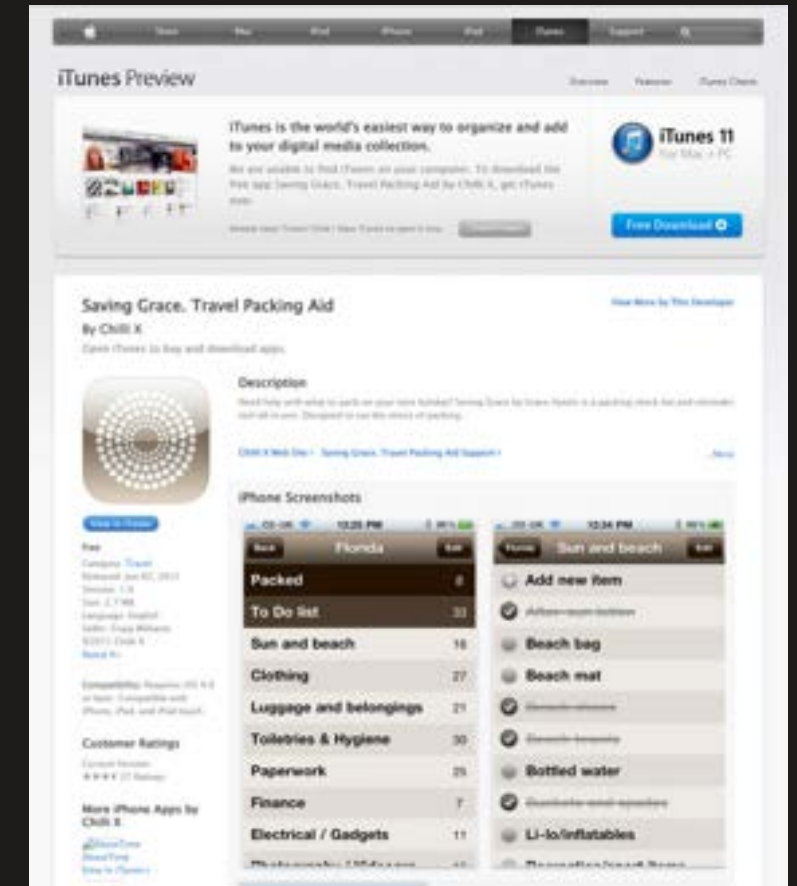
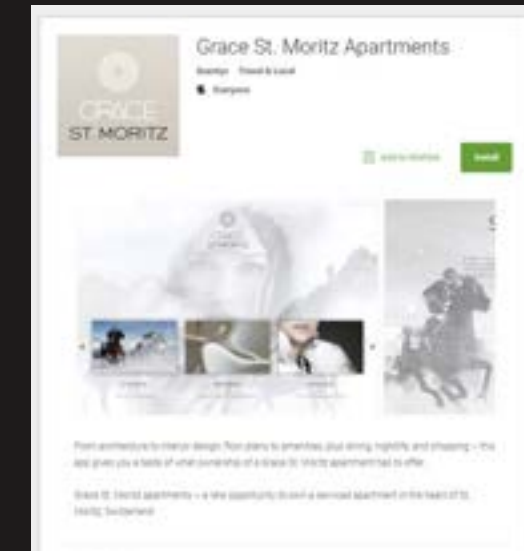
Hotels & Hospitality

Executed comprehensive **digital marketing strategies** for **Grace Hotels, US Hotels and Aria Hotels**, encompassing **website and app development** for the Grace Hotels Group and individual hotels, engaging **social media campaigns**, and targeted **email marketing**.

Additionally, I contributed to the brand's visibility through strategically designed **billboards, posters, construction site hoardings, expo stands, banners, signage** and decor.

Projects

- Saving Grace packing app
- Grace St Moritz Apartments app
- Digitising and branding floor plans for all rooms and suites for all hotels



Grace Hotels

Led extensive digital transformation initiatives for Grace Hotels, overseeing **multiple website projects** for both the Group and individual hotels. Contributed to the growth of the hotel group from two to 15, playing a key role in **branding, visual identity, marketing communications**, and the creation of various **digital assets**.



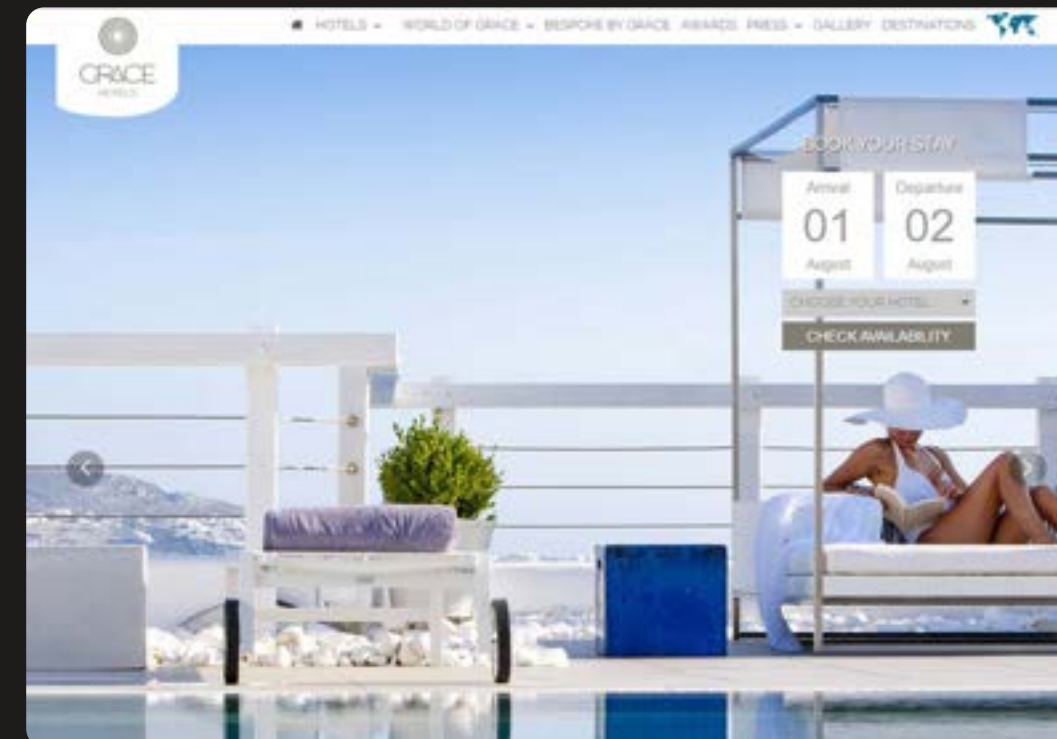
2011



2013

Highlights

- **Web development** on individual hotel websites and the subsequent merger into a Group website.
- **Managed comprehensive project strategies:** including the rebranding from individual hotel branding to a unified Grace Hotels Group, involving the creation of unified visual identity guides, artwork creation, and web integration.



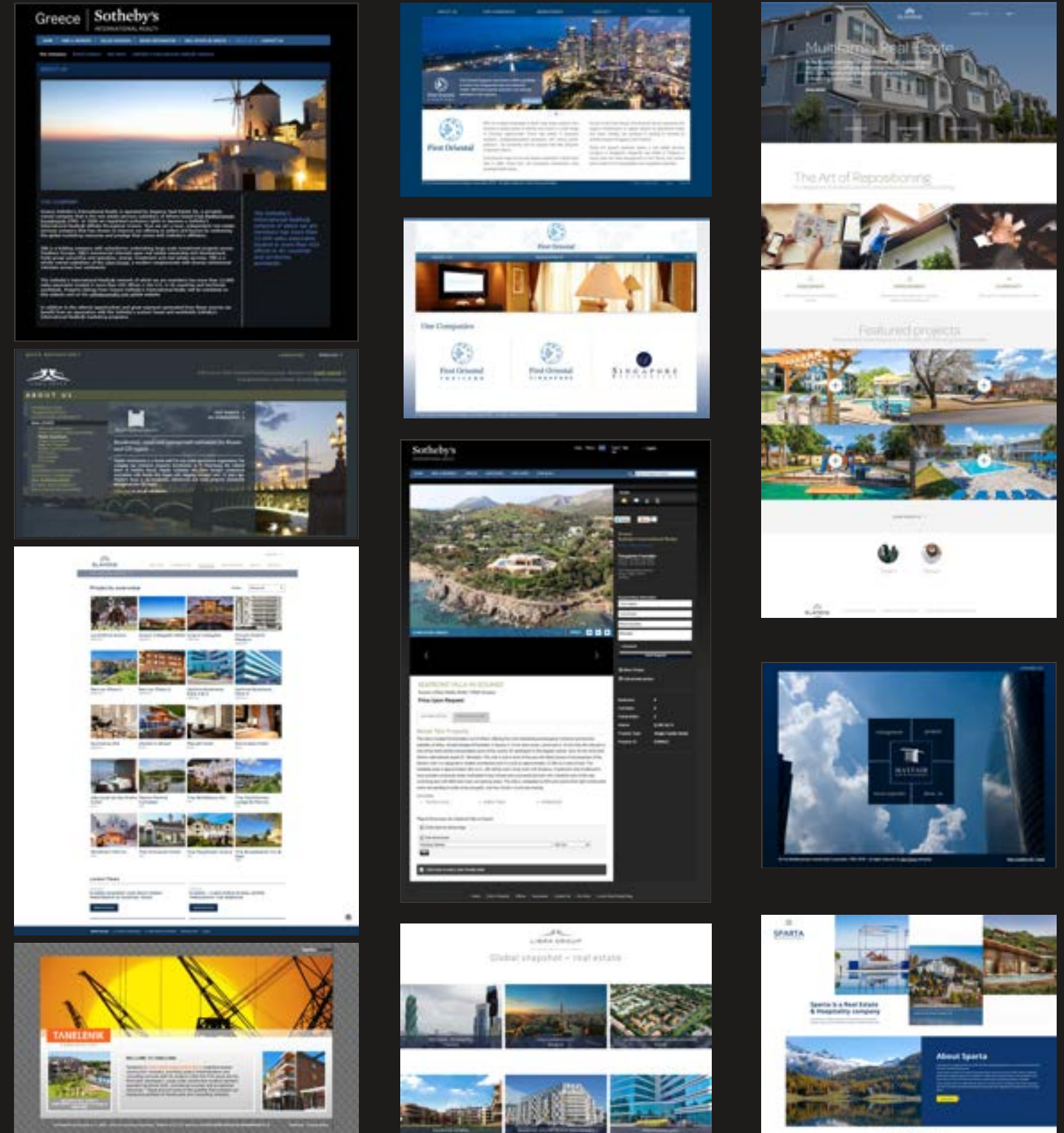
2016

Real Estate

Led digital transformation initiatives in the Real Estate sector, overseeing **website design, development**, and **content management**. Managed project lifecycles from conception to launch, including **content creation**, **SEO optimization**, and **CMS training**. Spearheaded the development of engaging **digital experiences** through presentation design, and social media content. Conducted in-depth **market research** to inform **content strategy** and optimize user experience.

Clients

- Amerisud
- Belgravia Land & Development
- Belgravia Properties
- Elandis
- Greece Sotheby's International Realty
- First Central America
- FCA Group
- First Mediterranean
- First Oriental Group
- First South American
- FSA Group
- LHG
- Karsons Consulting
- Mayfair Investments
- Mayfair Land & Development
- Palmerston Real Estate
- Singapore Residential
- Tanelenik Construction

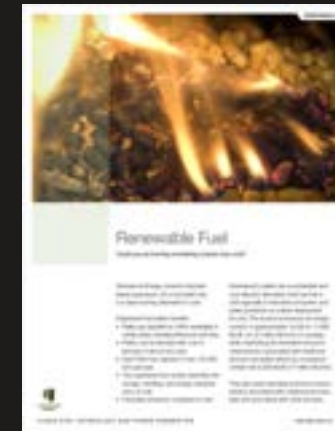


Renewable Energy

Led digital transformation initiatives within the renewable energy sector. Oversaw **website design, development**, and **content management** for multiple clients. Spearheaded engaging **digital experiences**, including **presentation design, social media content**, and **video production**. Conducted in-depth **market research** and **data analysis** to inform content and brand strategy. Managed project lifecycles from inception to launch, including image and video library management, press release distribution, and **advertising**. Successfully delivered a data-driven EV charging hub investment proposal, including data analysis, visual design, scriptwriting, and **project management**.

Clients

- EuroEnergy
- Convergen Energy
- Greenwood Energy
- Greenwood Fuels
- Greenwood Sustainable Infrastructure
- PikaSpark EV



Solar



EV



Clean Energy



Wind



Biogas/Biomass



Digital Marketing & Website Development

Maritime

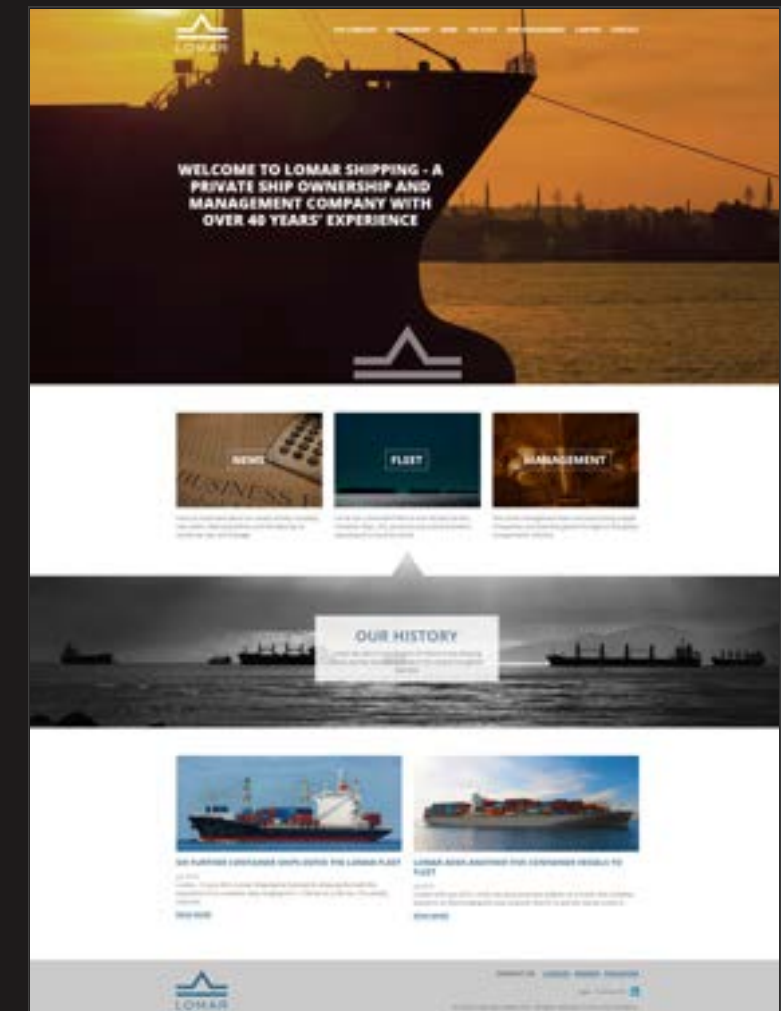
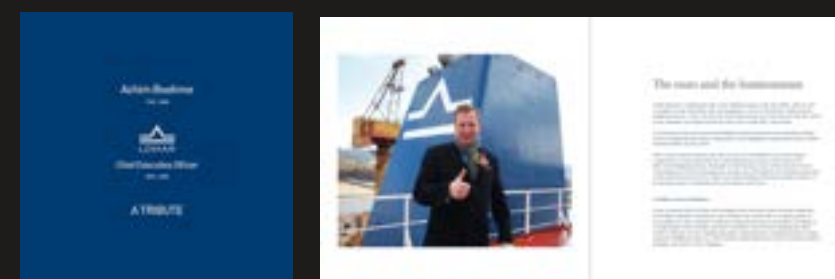
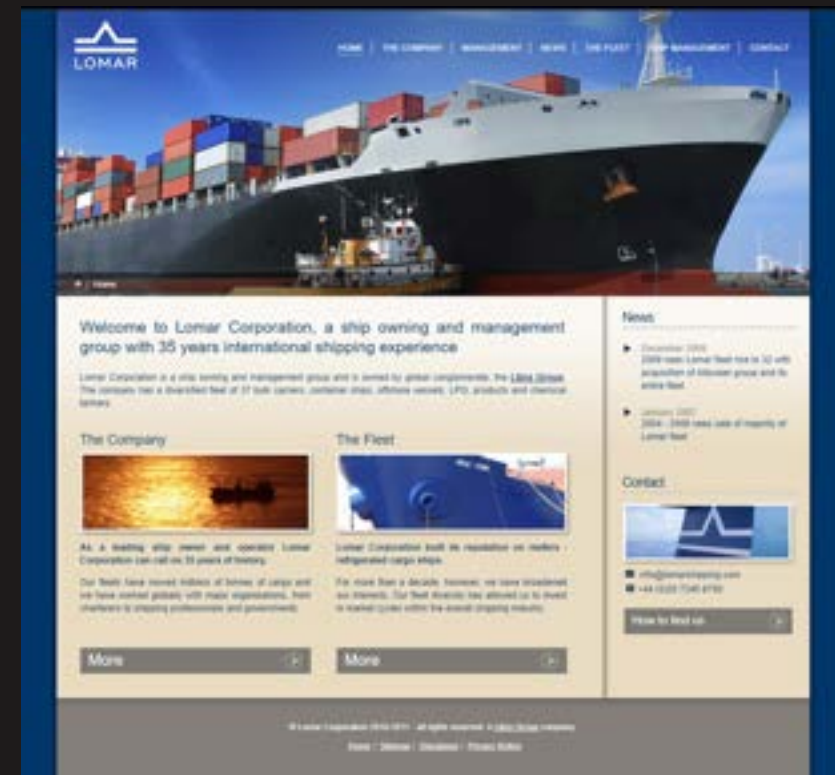
Maritime

Led digital transformation initiatives within the maritime sector. Managed the complete redesign and ongoing development of the Lomar Shipping **website**, overseeing **content creation**, **SEO optimization**, and **CMS management**. Collaborated with external agencies to develop technical **vessel data sheets** and **marketing collateral**, including **brochures**, **advertisements**, and **event materials**.

Executed comprehensive **brand management strategies**, encompassing **logo design**, **corporate stationery**, and **signage**. Successfully managed **high-profile events**, including ship naming ceremonies, coordinating logistics, branding, and guest experiences. Contributed to the **acquisition and integration of subsidiaries**, overseeing brand alignment, website updates, and **content development**.

Clients

- BlueTide Communications
- Carl Büttner
- Lomar Labs
- Lomar Shipping
- Americraft Marine
- Seapath



Digital Marketing & Website Development

Aviation/Aerospace

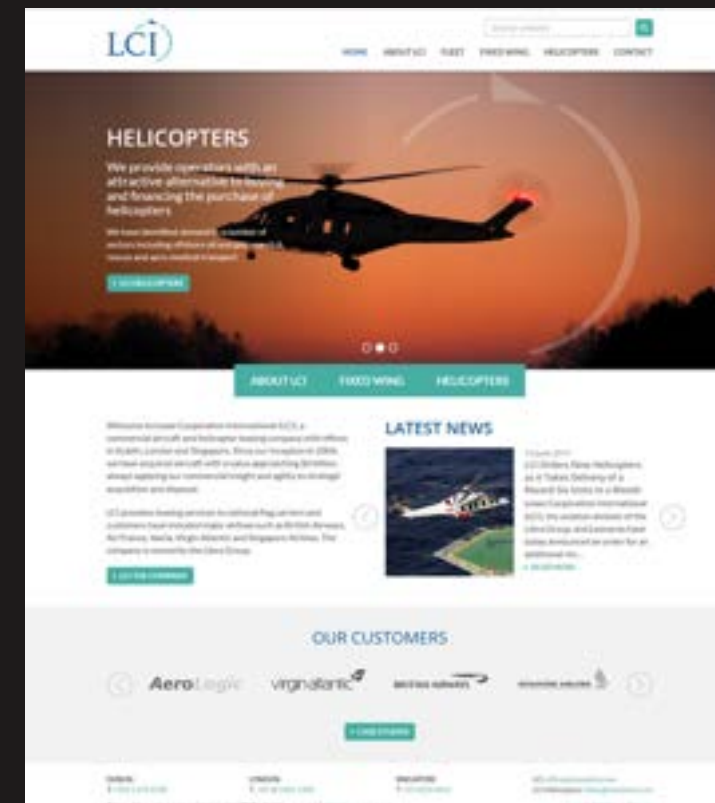
Aviation/Aerospace

Led digital transformation initiatives within the aviation and aerospace sectors. Managed **website development**, **content creation**, and **CMS administration** for LCI Aviation. Oversaw **brand development**, including **logo design**, collateral creation, and **merchandise production**. Coordinated **media relations**, press events, and **trade show** participation.

Contributed to the **launch of new subsidiaries**, including **brand development**, naming, and **digital asset creation**. Conducted **market research** and **competitor analysis** to inform **strategic initiatives**.

Clients

- Lease Corporation International
- LCI Aviation
- Space Leasing International



Finance/Investments

Led digital transformation initiatives within the financial sector. Oversaw **website design, development**, and **content management**, ensuring alignment with **brand identity** and user experience. Managed **social media presence**, creating **engaging content** and fostering community engagement.

Developed and executed **digital marketing campaigns** to drive lead generation and customer acquisition. Produced a wide range of **marketing collateral**, including **brochures, business cards**, and **promotional materials**. Contributed to business development efforts through **pitch deck creation** and **client presentations**.

Clients

- Aamina
- Big Time Investments
- LHG Management
- LXM Group
- Peninsula Group
- Riposte Capital



Branding & Visual Identity Leadership

Overview

Crafted and implemented **comprehensive branding strategies** for global brands, amplifying online presence and recognition.

Projects

- Led comprehensive **rebranding initiatives**, increasing brand awareness and market share for Grace Hotels.
- Developed and implemented robust **brand identity** systems for diverse clients, including Smart-Training AI and multiple Libra Group subsidiaries.
- Oversaw the creation of engaging **brand collateral**, encompassing print and digital assets such as brochures, logos, and social media graphics.
- Managed complex **signage** projects, ensuring brand consistency across various environments.
- Collaborated with cross-functional teams to align brand messaging and **visual identity across all touchpoints**.
- Demonstrated expertise in brand strategy development, including **target audience analysis** and **brand positioning**.



Brand Guidelines

A framework for consistent brand presentation



Branding & Visual Identity Leadership

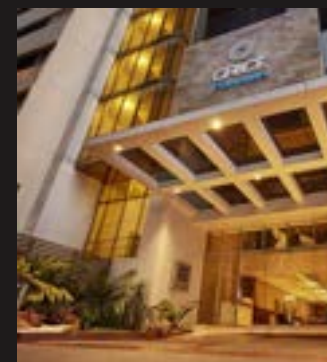
Signage

Signage

Managed **supplier relationships, budget allocation,** and **production timelines** for internal and external signage solutions across various materials (aluminium, glass, wood, fabric). Ensured adherence to brand guidelines and project deliverables.

Projects

- All Libra Group corporate locations
- Lomar Shipping
- LCI Aviation
- Grace Hotels, including White Barn Grace, Vanderbilt Grace, Mayflower Grace, Grace Santorini, Grace Mykonos, Grace Panama, Grace Beijing, Muse by Jonathan Cartwright



Leadership & Team Development

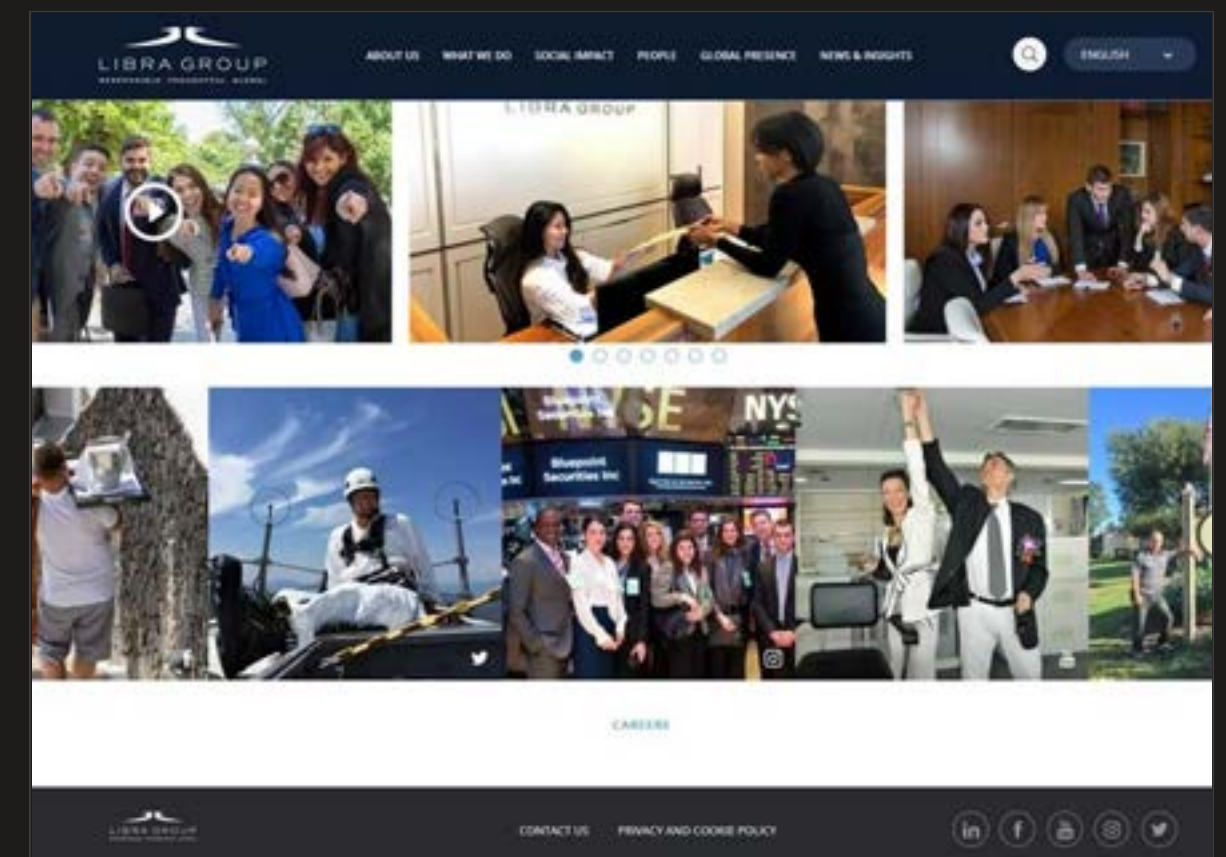
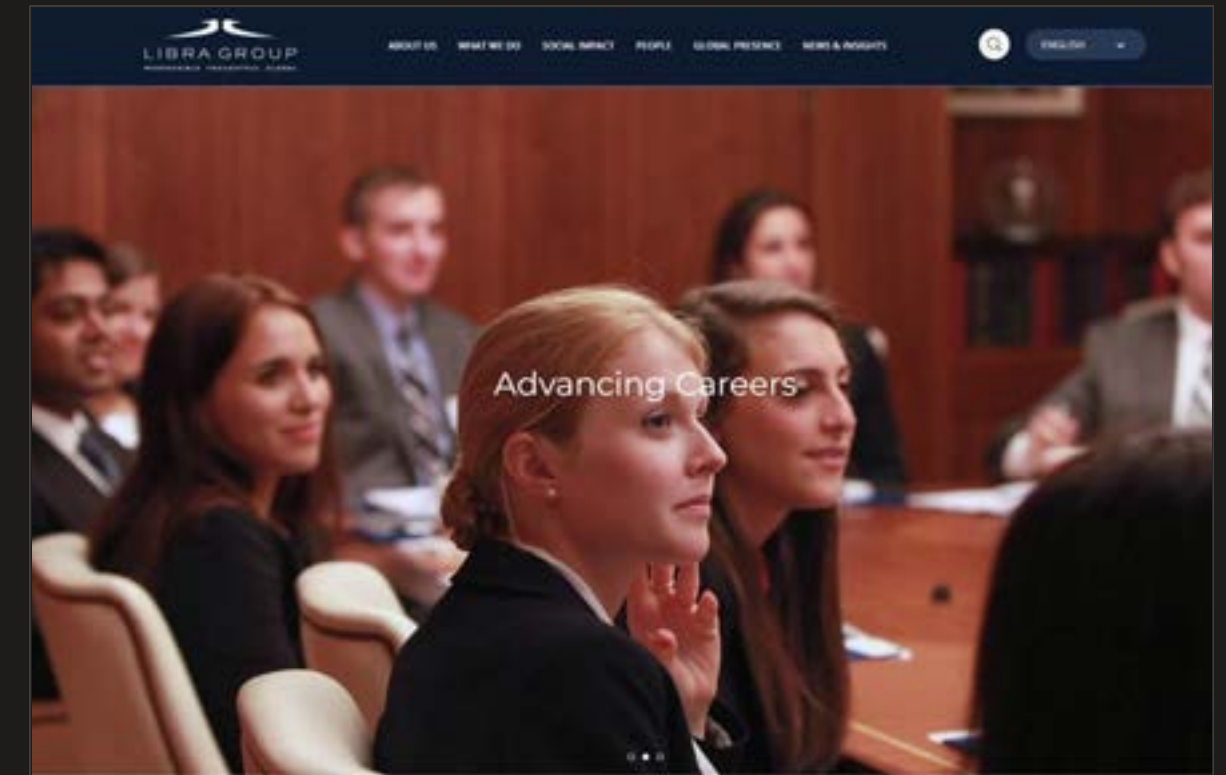
Overview

Trained and mentored five junior staff and interns per year, led on-boarding and conducted **performance reviews**, resulting in improved employee skills and a 15% increase in employee engagement.

Cultivated a culture of collaboration and inclusion through **weekly meetings and social** team-building activities.

Highlights

- **Global team leadership:** Directed teams across diverse locations.
- **Training and mentorship:** Mentored five junior staff annually, improving skills and increasing engagement.
- **Supported global internship program:** Mentoring and training interns, receiving a 95% satisfaction rating from interns in the global internship program.



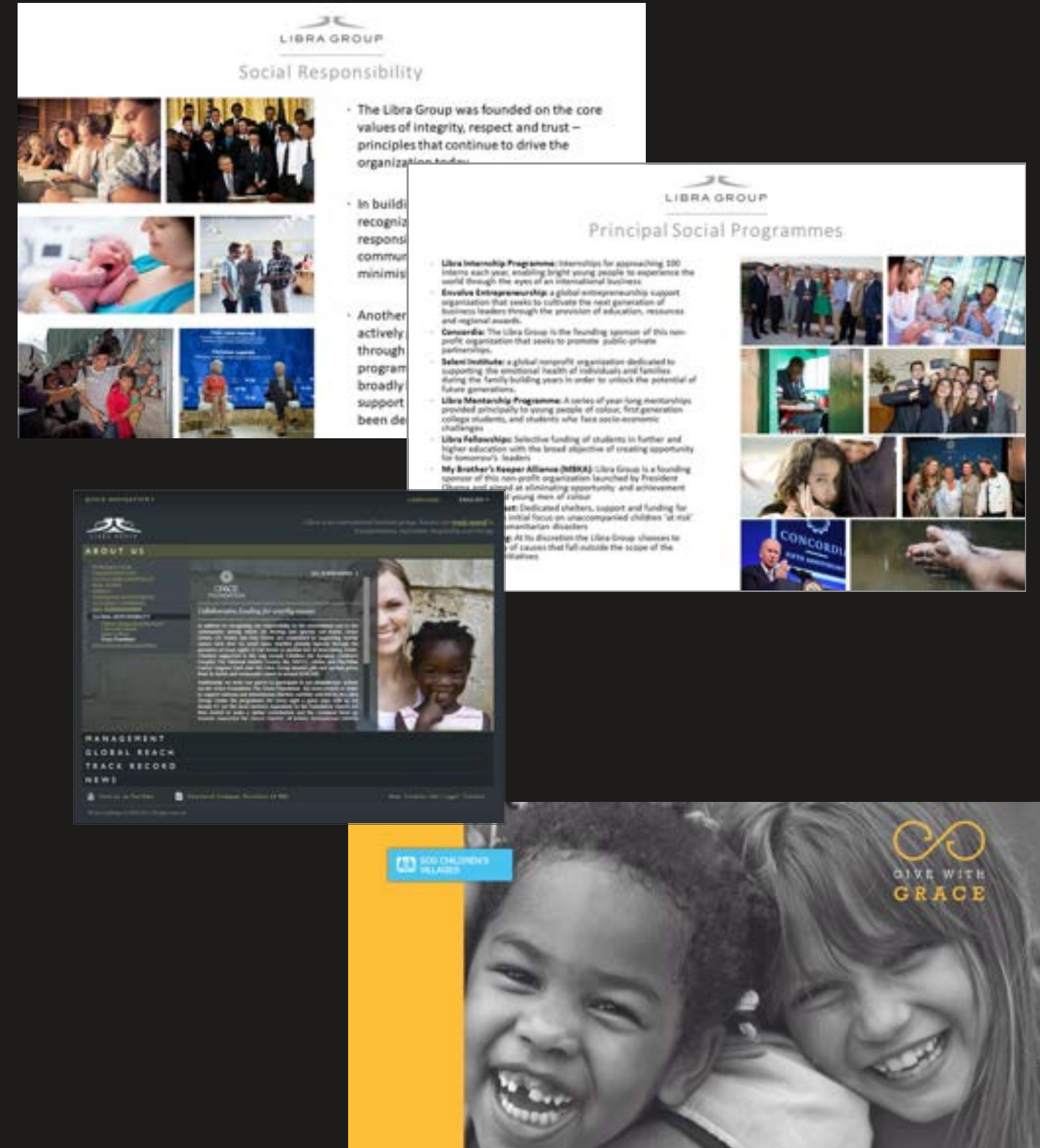
Social Impact & Philanthropy Initiatives

Overview

Supported social impact initiatives focused on children, families, and social care, demonstrating commitment to this area.

Projects

- **Launched non-profit initiatives:** Marketed initiatives for children and families, managing all aspects of communication, including The HOME Project, homes and support services for unaccompanied minor refugees in Greece and Seleni Institute, a non-profit addressing paternal mental health in USA.
- **Corporate Christmas gifting project:** Ongoing management, sourcing, procurement, and distribution across group brands.
- **It Takes Courage philanthropic award launch:** Project-managed the launch, led research and planning phases, and implemented strategic communications strategies.



Event Management & Luxury Hospitality

Overview

Led complex projects, including Grace St. Moritz Hotel redevelopment, the Strictly Grace program, and personalised corporate gifts, showcasing logistical expertise and creative execution.

Highlights

- **Grace St. Moritz luxury hotel redevelopment:** Orchestrated high-profile events, secured town council support through the production of pitch decks, and managed the design and production of marketing and sales materials. Collaborated directly with Savills and Knight Frank, transforming complex requirements into experiences with lasting impact.
- **Strictly Grace membership program:** Led the development and implementation of an exclusive membership program with privileged access to the Grace Hotels portfolio and ultra-personalised hotel stays, overseeing website development, database management, and luxury welcome pack production.
- **Collaborative hotel launches:** Collaborated on various hotel launches globally, managing diverse aspects.
- **Personalised sterling silver jewellery and branded suit pins:** Successfully delivered bespoke corporate gifts, showcasing attention to detail and creativity in sourcing and producing personalised items for company principals and family members.
- **Morelli's Gelato private event with Harrods:** Successfully executed the collaboration, enhancing the event experience with prestigious gelato and co-branded elements, fostering a memorable occasion for attendees.
- **Bespoke personalised stationery and fine art print books:** Spearheaded all projects involving printed materials, overseeing the production of bespoke personalised stationery and fine art print books for hotel launches.

Creative Services & Design

Overview

Proven expertise in **creative services across multiple sectors**. Expanded creative scope to include **book cover design, infographics, heraldry, branding mock-ups** and investor **pitch deck design**. Skilled in **brand strategy** and **visual identity development**.

Projects

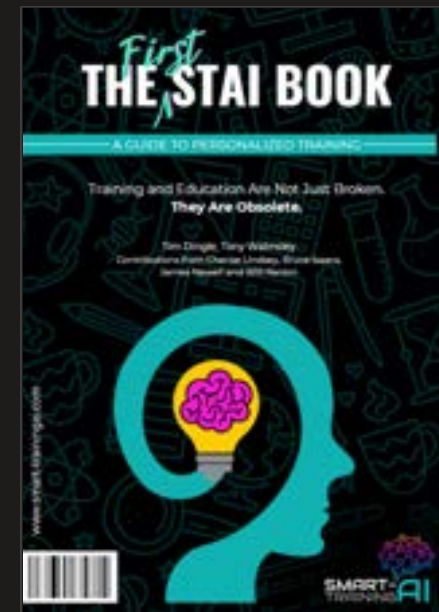
- Logo design and alterations
- Website and social media content, and infographics
- Brochure, catalogue and book cover designs
- Photoshopping, image editing, image compositions
- Email and email signature designs
- Visual identity development



Continued...

Creative Services & Design

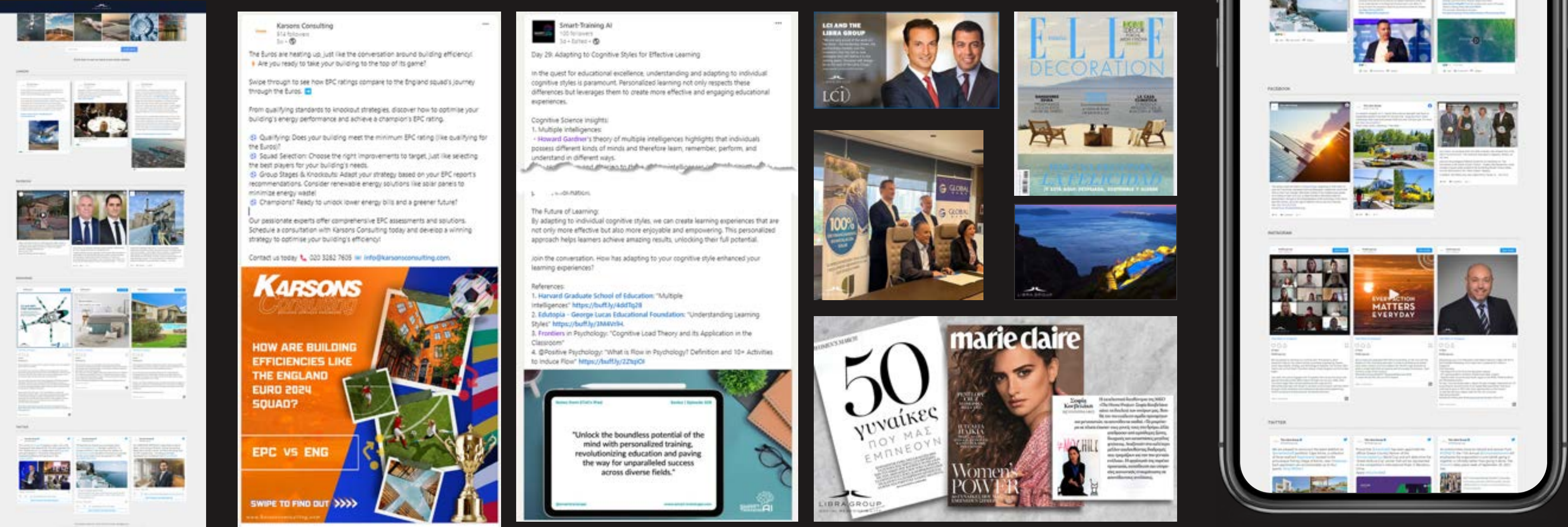
Continued



Content Creation & Social Media

Overview

Personally created and edited 100+ marketing collaterals (text, image, and video) per month and managed all aspects of digital assets.





Personal Skills

- Brand strategy and brand management
- Cross-functional collaboration
- Project management
- Copywriting, proofreading, and editing
- Social media and email marketing and analytics
- Communication and relationship-building
- Content creation and creative ideation
- Website development, management, and analytics
- Market research and data analytics
- Budget management and vendor negotiation
- Media relations
- Coaching and mentoring
- Entrepreneurial/start-up experience
- AI prompt engineering
- Problem-solving and decision-making
- Client relationship management
- Change management
- Remote working proficiency

A vertical image on the left side of the slide. It features a chalkboard with a lightbulb drawn in white chalk. The lightbulb has a simple filament and a screw base. Below the chalkboard, there is a stack of four books with red, green, and blue spines. The background of the slide is dark blue.

Educational Background



Bachelor of Commerce in Marketing Management

University of Johannesburg, South Africa

Major: Economics



Chartered Marketer

2014 - 2024

Chartered Institute of Marketing • 10 years



AI for Copywriting

2023

Chartered Institute of Marketing



Social Media for E-Commerce

2014 - 2024

L3 Certificate • Gateway Qualifications



Analyzing & Visualizing Data (Microsoft Power BI)

2024

Microsoft Power BI • Avado, Fast Futures, sponsored by Shell

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