

Andrew Keep

STRATEGIC BRAND AND MARKETING LEADER

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ABOUT

Results-focused marketing leader with 20+ years of cross-sector (B2B/B2C/D2C) expertise spanning lean start-up environments and multi-million-pound operations. Offering the unique ability to blend creative brand strategy with data-driven marketing analysis. Proven track record of scaling teams from 5 to 250 people and building high-impact functions from scratch with limited resources. Ready to drive enterprise strategy and deliver competitive, commercial growth.

CORE COMPETENCIES

- **Cross-Sector Expertise:** Over 20 years of solid experience delivering success across complex B2B, B2C, and D2C marketing frameworks for world famous brands including Apple, Lacoste, O2, Disney, and Sky.
- **Strategic and Hands On Execution:** Unique ability to alternate seamlessly between high level multi-million pound strategic roadmap vision and tactical execution.
- **Marketing Technology Architecture:** Passionate about building and optimisation of modern marketing technology stacks to streamline automation and tracking.
- **Performance Marketing Leadership:** Maximising Meta Business Suite, paid social infrastructure, and consumer data analysis to drive acquisition and scale engagement.
- **Financial and ROI Accountability:** Confident in managing substantial capital expenditure budgets and delivering measurable, performance verified return on investment.
- **Stakeholder Influence and Communication:** Expert negotiator, collaborator, and influencer capable of aligning diverse teams and executive leadership.
- **Operational Leadership:** Managing large scale commercial transformations and department relocations.

AWARDS

BAFTA Winner - Best Interactive TV

EMMY INTERACTIVE Winner - Best Children's Channel

D&AD Silver Nomination - Best Interactive TV

PROFESSIONAL EXPERIENCE

Elysian Animal Assisted Interventions Ltd.

July 2025 – Present

Head of Marketing and Events

- **Campaign Excellence and Commercial Monetisation:** Orchestrated the end to end launch strategy for the inaugural **Elysian Awards** under strict resource and budget restrictions; engineered the branding, awareness campaigns, and precision advertising strategy that achieved a **1,566%** increase in engagement (scaling nominations from 30 to 500), sold over 250 tickets, and secured **£25,000 in Year 1 revenue**.
- **Shopify Architecture and Revenue Generation:** Completely re-branded a basic Shopify access point into a cost effective, high converting store-front window for products and services. Brand build, marketing, and advertising framework to scale their core education pathway, generating over **£10,500** from a zero baseline across short courses and Level 3 courses within **Q1 and Q2 of launch**.
- **Strategic Vision and Growth:** Developed the overarching marketing plan and strategic roadmap for **Elysian Academy**, converting market research into a pioneering learning hub and new revenue stream.
- **Digital Subscription Architecture:** Engineered a bespoke freemium membership model for the **Elysian Exclusive Community**; achieved **100% user growth** on free tiers by doubling sign ups from 70 to 140 in Q1 of rollout, and established a premium subscription benchmark by converting the first 20 paid memberships within 6 months.

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Keep Creative Group Ltd.

January 2023 – December 2025

Strategic Marketing Consultant

- **Entrepreneurial Strategy:** Identified and established sustainability in business as a primary growth driver, advising clients on integrating ethical values into commercial marketing strategies.
- **Growth Road-mapping:** Develop comprehensive brand frameworks that translate sustainability data into actionable road-maps to capture emerging market share and build audience trust.
- **Fractional Leadership:** Act as a strategic lead for diverse portfolios, bridging the gap between technical market insights and high impact creative execution to drive business objectives.
- **Brand Evolution:** Lead end to end brand transformations for scaling entities, ensuring visual identity and digital engagement strategies are optimised for competitive market positioning.

Marjan Television Network Ltd.

June 2010 – January 2023

Creative Director

- **Brand Creation:** Conceived, architected, and launched the '**Manoto**' channel brand entirely from scratch from a zero following start-up baseline; managed tight initial resource allocations to build foundational brand equity.
- **Talent Architecture and Leadership:** Leveraged deep industry expertise to guide, build, and upscale a high performing in-house creative team and comprehensive end to end production department from the ground up.
- **Audience Insights and Massive Scale:** Scaled the newly established network to secure a **57.1%** market penetration rate, capturing **40 million active viewers** out of a **70 million** possible audience, alongside over **20 million** active channel followers and subscribers.
- **Multi Platform Expansion:** Creatively executed the platform's digital growth ecosystem, achieving a **1,399,900% (14,000x)** subscriber increase on YouTube, initially 500 to **7 million international subscribers**.
- **Capital Project Management:** Directed the creative and operational strategy for a **£4.2 million** studio relocation and refurbishment, ensuring infrastructure supported media distribution and company expansion.

EARLIER CAREER HISTORY

- **UNIT Post Production** | Senior Motion Designer and VFX Artist | 2008 – 2010
- **Guerrilla Productions** | Senior Art Director | 2006 – 2008
- **Homechoice (TalkTalk TV)** | Middleweight Designer | 2001 – 2006
- **London Design Agencies** | Freelance Designer | 2000 – 2001

EDUCATION

The Nottingham Trent University: BA HONS Graphic Design , 1997 – 2000

City of Bath College: BTEC National Diploma in Design , 1995 – 1997

Monkton Combe School, Bath: A Levels , 1993 – 1995

Beechen Cliff School, Bath: GCSEs , 1990 – 1993

TECHNICAL SKILLS

Adobe Creative Suite: Premiere Pro, After Effects, Photoshop, Illustrator, In Design, Media Encoder, Express.

Digital Tools: Meta Business Suite, Canva, Miro, Trello, Slack, Microsoft Teams

Productivity: Microsoft Excel, Word, Powerpoint, Google Docs, Sheets, Slides

REFERENCES

Available on Request.