

# Lisa Harris

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- 17 years experience in senior brand and marketing roles, campaigns achieved double-digit growth
- Led strategic planning, creative development, marketing operations, budget management for 130 countries
- Founded a logistics tech firm to redesign the delivery experience for online shoppers and retailers

## CAREER SUMMARY



Founder & Managing Director  
Logistics Technology Start-up



Brand Director  
Healthcare & Education Sectors



Regional & Global Roles including:  
VP Marketing Comms & Services  
Marketing Manager  
Head of Brand, Marketing & Sales Comms  
Direct Marketing Manager  
Brand Relaunch Manager  
Customer Comms Manager  
Market Segmentation Manager  
Express Logistics/MNC Marketing Specialist  
Market Analyst Research Manager



Marketing Campaign Coordinator

## FUNCTIONAL EXPERIENCE

- Brand Strategy, Identity and Management
- Market Research, Customer Segmentation
- Product Development, Pricing
- Customer Experience Design/Transformation
- Integrated Marketing Campaigns - advertising, direct & digital, social, search, PR, sponsorship, events, ambient, internal communications
- CRM, Sales Stimulation Programs
- Creative/Media Agency Management

## WHAT I DO

### Create Iconic, Valuable Brands

Establish brand leadership with a distinctive value proposition and identity. Guide organizations to enhance product and service experience using human-centered design methods. Produce marketing programs and creative campaigns that smash sales targets.

### Drive Marketing Impact & Innovation

Lead programs to increase reach, engagement and conversion rates, discover purchase decision drivers and behavioral insights to gain competitive advantage and leverage emerging social and digital technology.

### Manage Budgets for Effectiveness & Profit

Ensure ad spend is allocated optimally to deliver on the business goals and address market needs and opportunities. I have managed global marketing spend of >\$150m.

### Build High-Performance Teams & Partnerships

Work across functions and with senior management and staff to develop and execute effectively the right marketing strategies and tactics. Create a results-based team culture to ensure the best quality, efficiencies and return on investment.

## WHAT I'M PROUD OF

- Campaigns that reached millions and delivered market share, revenue and EBITA above target
- The creative team that I built which earned a nomination at the Cannes Lions Advertising Festival
- Architect of the global digital marketing platform and eCRM program deployed in >135 countries
- Delivering a global campaign in 120 countries with a new team of 4 agencies in just 4 months
- Saving >\$1 m advertising spend in one phone call
- Spoke on brand strategy in the UK, Sweden, Monaco
- Design and production of an MVP app and the mydelivery brand