

# Stephanie Holland

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## PROFILE

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Strategic marketing leader and storyteller focused on AI-powered GTM and revenue optimisation. Clay-certified, Clay Solutions Partner integrating LLMs, Clay automation and prompt engineering into brand & marketing to fast-track insight and innovation. Proven record of data-driven campaigns and measurable growth across global markets. Seeking a senior leadership role in a forward-thinking organisation.

## KEY EXPERIENCE HIGHLIGHTS

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- **Enterprise Revenue Growth:** Led B2B sales strategy and creative advertising solutions contributing €5M revenue growth, achieving 140% of annual sales targets across 54 enterprise client campaigns (Microsoft, Yahoo!)
- **Global GTM Execution:** Managed campaign strategy implementation and localization across 27 international markets for 8 products, ensuring efficient delivery of creative assets and strategic plans across Europe, USA & APAC
- **Cross-Platform Revenue Operations:** Collaborated with product, research, sales, BD, marketing, engineering & ad ops teams to deliver scalable, ROI-focused a solutions and revenue growth initiatives

## CAREER EXPERIENCE

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### GTM Engineer | freelance, [mgsh.agency](#) 2025 - present

- Brand-led GTM systems, CRM enrichment, outbound automations, inbound qualification, inbound-led outbound
- B2B projects include: AI creative studio / advertising & marketing services; Sales tech / B2B data-enrichment (RevOps / sales intelligence); home-services digital marketing agency (roofing & construction)

### Strategy Director + Interim CMO | Marketing Specialist 2010 - 2025

#### Growth Strategist, Vivici (Alt Dairy Protein, FoodTech, BioTech), Remote

- Led B2B GTM campaign for BLG product launch → brand & product awareness campaign
- Executed digital PR strategy → coverage across 17x industry-leading FoodTech platforms
- Designed growth strategy workshop to ↑ category innovation and long-term market expansion

#### CMO, GenderGP, (Digital Healthcare), Remote

- Delivered £100M business growth strategy across clinic, mental health, and subscriptions
- Developed growth marketing strategy, focus: retention & referral, performance metrics/KPIs
- Brand development: story & messaging framework, ↑ storytelling at every customer touchpoint

#### Product & Strategic Account Manager, Civic.Co, (SaaS, Social Enterprise), Remote

- Enterprise onboarding & community engagement for key B2B client DEPP Innovation Labs
- Customer research & user feedback analysis, insight synthesis → product roadmap + direction
- Developed remote culture strategy, providing insights for remote-first infrastructure & toolkit

**Executive Director, The Raw Divas (Health & Wellbeing), Remote + Montreal**

- Delivered growth strategy & digital marketing campaigns to brand awareness & revenue
- Developed email & content marketing campaigns leveraging partnerships to build category trust
- Created digital programs (3-day/ 10-day Juice Cleanse) to ↑ recurring revenue & build IP assets
- Achieved 600% increase in web traffic, 20K subscriber growth, and 33% monthly revenue

**CMO, Think8 Global Institute (Creative Consulting Agency), Remote + Montreal**

- Established global brand vision & strategy, B2B/B2C ICP definition, digital IP development
- Developed positioning & messaging; delivered inaugural outbound marketing comms strategy
- Implemented value-based Enterprise pricing model for Ubisoft to support 7-fig growth goal

**PREVIOUS ROLES INCLUDE:**

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**Strategy Director, Ikon Communications (now AKQA), Sydney, Australia, 2015**

- Led development and delivery of integrated communication strategies for CommBank Australia brand portfolio
- Directed go-to-market campaign for Mobile Banking App to reinforce Fintech leadership position among 18-24 demographic
- Led record-breaking crisis communications campaign and strategic media partnership with Mamamia Network to drive awareness of CommBank's StartSmart education program, managing AUS\$850K budget across 'Money Matters' content series

**Advertising Sales Strategist, AOL Huffington Post, London, UK, 2012**

- Collaborated with Sales Director to develop annual sales strategy framework to drive stronger pipeline generation & revenue growth
- Developed B2B category strategy and B2C/B2B creative advertising solutions for Autos, Finance, Entertainment & Travel verticals

**Communications Planning Director, Mindshare, Sydney, Australia, 2010**

- Led communications planning output & stakeholder management across entire client portfolio
- Delivered customer insight-driven communications strategies for HSBC (APAC, B2B & B2C) and Kellogg's (Australia, B2C)

**CORE SKILLS**

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GTM Strategy & Execution | Revenue Operations | Prompt Engineering | Multi-Agent Workflows | Competitive Intelligence | Global Campaign Management | Enterprise B2B Sales | Cross-Functional Leadership | Process Optimization | Human-AI Collaboration

**TOOLS**

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Clay | LLMs (Claude, ChatGPT, Gemini) | HubSpot | GA | Canva | Slack | Asana | Google Suite etc

**EDUCATION**

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**BCom in Business (2:1)**, The University of Edinburgh, Scotland