

# JULIA CAMES

STRATEGIC SENIOR LEADER - CONSUMER MARKETING AND BRAND OPERATIONS

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## EXPERIENCE

### HUBSPOT (1BUSD Revenue an. staff 5,000)

Head of Marketing & Brand

OCTOBER 2020 – PRESENT PARIS

#### Key Responsibilities:

- Evaluate and develop our demand marketing and brand strategy including budget projection, profit and loss, and OKRs building & reporting.
- Scale demand in terms of traffic, leads, and sign-ups for our product offers for all channels (owned, earned, paid).
- Level up our brand awareness activities by defining our storytelling, value proposition, key messages, and being a thought leader for HubSpot in France.
- Thought leadership across the international flywheel teams (Marketing, Sales & Services)
- Build, nurture, and manage a performing team.

#### Achievements 2021:

- 109% demand SLA attainment with +57% YoY growth
- 70% of contribution marketing to close deals
- 110% qualified leads attainment with +49% YoY
- 128% MRR attainment with +55% YoY
- 136% SLA organic traffic attainment with an outstanding +198% YoY growth
- 110% quality placements attainment with +205% YoY growth and +70% brand search, increasing up our brand awareness sentiment by 20pts

### GetYourGuide (98MEUR Revenue an. staff 600)

Head of Consumer Marketing & Global Content

NOVEMBER 2016 – MARCH 2020 BERLIN

#### Key Responsibilities:

- Define and develop strategic and effective campaign operations that enable us to drive the brand at scale (online & offline).
- Build performing and engaging content for all marketing channels and all markets by developing teams of writers, language specialists, and content marketers or by briefing third parties and agencies.
- Take on a product management role within the brand team to lead key departmental projects. Manage the Creative Studio roadmap and production efficiency to ensure both quality and timely delivery.
- Translate strategic ideas & concepts into clear goals, implementation plans, and resource coordination planning.
- Lead the development and production of the marketing copywriters, language specialists, and brand operations managers. With direct line management responsibilities for the team's output, development, and contribution.

#### Achievements:

## KEY ASSETS

- Business Development, Marketing and Brand strategies
- Business-driven & organizational skills
- Customer centricity & data orientation
- Solution-oriented & problem-solving
- Leadership & management

## EDUCATION

- Paris III La Sorbonne Nouvelle  
**Magister of Information and Communication Sciences**  
2004 - 2005  
Thesis based on gender studies and pop culture
- Paris III La Sorbonne Nouvelle  
**Bachelor of Information and Communication Sciences**  
2001 - 2004
- Highschool Louis de Broglie  
1998 – 2001  
**A level literature & language**  
Media specialization

## TOOLS & LANGUAGES

- Agile methodologies - Jira, Trello, Asana
- Video Ad formats
- SQL - Looker, Databricks
- Peakon, Small Improvements, Greenhouse
- Google Marketing Platform
- CMS - WordPress, Contentful
- CRM - Braze, Mailchimp, Emarsys, HubSpot, SF
- Sketch, InVision
- English (fluent), French (native), German (advanced)

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- Identified and campaigned for product and marketing content to be self-contained entities, allowing for the creation of specialized, targeted content for each user group.
  - Hired a multicultural content team and tripled the staffing within 3 months.
  - Built a global creative strategy and implemented the content with the marketing and product teams, generating a 120% growth in 6 months.
  - Promoted to head of content marketing and brand operations as a result.
- The key instigator in the brand relaunch, including building guidelines, timelines, value propositions, tone of voice, and rolled out to 18 languages in 2 months.
- Built our in-house agency, Creative Studio, including brand definition and collaboration and management of external agencies, growing the team from 0 to 22 people in under 2 years.
- Launched four new languages into our marketing channels, accounting for €500k of sales in the first month.
- Rolled out a TV campaign, including media and digital collateral assets within three months which increased brand consideration by 15% in EMEA.
- Relaunched the newsletter program, increased click-through-rate by 70% and open rate by 60% within the first two months.

## Brand Marketing Operations, Content Strategies, Senior Management Consultant

OCTOBER 2015 - PRESENT PARIS/BERLIN

### Key Responsibilities:

- Operations: e-commerce, internationalization, marketing, and product strategies
- Brand: Development, campaigning, communications, and guidelines
- Content: Editorial strategies, performance marketing, original content, and localization
- Leadership: Cross-team collaborations, OKRs definition, team set-up and prioritization

### Achievements:

- Building strategic operations into startups with an emphasis on customer satisfaction, growth, and marketing operations.
- Launched websites in multiple languages, set up marketing, content, and product roadmaps, and increased engagement and performance.

## DaWanda (12MEUR Revenue an. staff 140)

Country Manager France & Head of Editorial Content EMEA

OCTOBER 2009 - SEPTEMBER 2015 PARIS/BERLIN

### Key Responsibilities:

- Responsible for the French market, including profit and loss management,

## REFERENCES

- **Johannes Reck**, CEO & co-founder GetYourGuide
- **Emil Martinsek**, Chief Marketing Officer GetYourGuide
- **Claire Davidson**, former Brand Director GetYourGuide
- **Tom Soren**, former Brand Marketing Director GetYourGuide
- **Claudia Helming**, CEO & co-founder DaWanda

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digital content, and brand awareness,

- Monitor competitor activity in the market and develop the business strategy.
- Build effective digital marketing processes and manage efficient internal operations.
- Lead marketing, sales, business development, public relations & brand communications, social media campaigns, CRM, and cooperations.
- Define content strategies & digital communications roll-out for all international.
- Direct line of management of marketers and content writers

## **Achievements:**

- Built and managed the French market, which became the second most successful market after Germany within 6 months.
- Promoted from Community Manager to Platform Manager, to Country Manager, and was offered the International Manager role.

**INSTITUT NATIONAL D'AUDIOVISUEL** (38MEUR Revenue an. Staff 952)

Channel correspondent

*JUNE 2005 - AUGUST 2008 PARIS*

Archiving of broadcast channels through the most valuable French audiovisual database (TV/Radio/Cinema)