

JULIA CAMES

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STRATEGIC SENIOR LEADER - PERFORMANCE MARKETING, BRAND AWARENESS AND TACTICAL PARTNERSHIPS (B2B & B2C)

EXPERIENCE

HAYS (£197.0m OP an. staff 13,000)

Chief Marketing Officer - Interim

MAY 2024 – PRESENT LONDON

Key Responsibilities:

- Lead a global marketing organisation of 200+ professionals across UK&I, Americas, APAC, CEMEA, and Group teams.
- Direct performance marketing, editorial content, brand, CRM, comms, and data strategy aligned to strategic priorities.
- Define and execute global marketing transformation programmes, including organisational design, cost optimisation, and capability building.
- Partner with ELT, Finance, Tech, and Sales to embed marketing as a core driver of revenue and consultant productivity.
- Champion the integration of AI, CRM, and data into scalable marketing systems and journeys.

Achievements FY25

- Delivered over £1.5 million in cost efficiencies across global operations through strategic organisational design and marketing team optimisation.
- Marketing-owned digital channels contributed an estimated £100 million+ in net fees globally, achieving a 440% return on investment, underscoring the commercial value of owned media.
- Led a global brand refresh rolled out across all regions and channels, resulting in a 5% increase in share of voice and improved brand equity across priority markets.
- Developed and launched a unified global editorial strategy, aligning content and campaign themes to strategic pillars and market needs.
- Advanced digital channel performance by strengthening SEO, content, CRM, and campaign capabilities across regions.
- Established and scaled functional OKRs across all regional marketing teams, tracked in real-time, with quarterly reviews and aligned KPIs.
- Embedded AI and automation into marketing plans and competency frameworks, building future-ready teams and capabilities.
- Strengthened marketing leadership across UK&I, Americas, and APAC through strategic hiring, capability assessments, and team restructuring.
- Grew the company's social media presence to 8.5 million+ followers on LinkedIn, securing top industry ranking and expanding brand authority in the world of work.
- Strengthened global partnerships with LinkedIn, Microsoft, and AWS to boost brand visibility, unlock co-marketing opportunities, and drive enterprise engagement.

Global Director, Marketing & Global Head of Marketing, Enterprise Solutions

MAY 2023 – PRESENT PARIS/LONDON

Key Responsibilities:

- Lead cross-functional teams in Performance Marketing, Editorial Content,

KEY ASSETS

- Business Development, Go-to-Market, 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, Power BI
- Peakon, Small Improvements, Greenhouse
- Google Marketing Platform
- CMS - WordPress, Contentful, Adobe
- CRM - Braze, Mailchimp, Emarsys, HubSpot, SFDC
- Sketch, InVision
- French (native), English (fluent), German (advanced)

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CRM, Brand, Communications, Sales Enablement, and Market Insights, fostering collaboration.

- Spearhead programs that equip sales teams with cutting-edge assets, driving revenue acceleration and informed decision-making.
- Pioneer editorial storytelling that positions our brand as a thought leader and industry influencer.
- Develop engaging and relevant content tailored to B2B and B2C audiences to enhance brand visibility and conversion.
- Direct the marketing strategy for the Enterprise Solutions department, driving value for global enterprises.
- Develop and optimize customer and candidate automation journeys within CMS and CRM platforms to enhance user engagement and streamline internal processes.
- Craft innovative marketing roadmaps by leveraging data-driven insights and market trends.
- Inspire teams to surpass objectives and foster a culture of collaboration and achievement.
- Navigate executive relationships, ensuring alignment and securing buy-in for strategic initiatives.

Achievements FY24

- Achieved a +40% YoY traffic increase on our Global B2B website and a +30% YoY traffic increase on our Global B2C website through SEO optimization, increased content production, and targeted LinkedIn ads.
- Launched our strategic accounts newsletter and sector-focused mailings, achieving a 25% average open rate and a 4% CTR.
- Defined our B2B and B2C editorial strategies, secured regional buy-in, and launched our first Global Future of Work report, resulting in 3,600 downloads, 40% identified as strategic leads.
- Established our competency groups framework for Content, Social, and Sales Enablement, achieving a 90% global to regional adoption rate.
- Developed our global performance marketing strategy and delivered +13% lead gen across key markets.
- Defined and launched our Enterprise Solutions Marketing Strategy, including UK&I, DACH, and NAM campaign pilots.
- Developed our corporate identity, vision, and mission statements, and secured consensus from senior stakeholders across all markets.

HUBSPOT (1BNU\$ Revenue an. staff 9,000)

Head of Marketing & Interim Senior Marketing Director, Maternity Cover (EMEA, DACH, UK&I)

OCTOBER 2020 – MAY 2023

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).
- Develop strategic partnerships with key global and local brands to stimulate

REFERENCES

- **Inken Kuhlmann-Rhinow**, former Senior Director, Marketing EMEA
- **Johannes Reck**, CEO & co-founder GetYourGuide
- **Tao Tao**, COO & co-founder GetYourGuide
- **Emil Martinsek**, Chief Marketing Officer GetYourGuide
- **Claire Davidson**, former VP Brand GetYourGuide
- **Tom Soren**, former SVP Marketing GetYourGuide
- **Claudia Helming**, CEO & co-founder DaWanda

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- product perception and consideration.
- Level up our brand awareness activities by defining our storytelling, value proposition, and key messages, and being a thought leader for HubSpot
- Own strategic leadership management across the international flywheel teams (Marketing, Sales & Services).
- Build, nurture and manage a performing team across EMEA and the UK&I.

Achievements 2022

- 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 our brand awareness sentiment by 20 points.

GetYourGuide (98MEUR Revenue an. staff 800)

Global Head of Marketing, Brand & 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 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.
- Directed a large global and regional marketing team, overseeing strategic development and production. Held direct line management responsibilities for the team's output, development, and contribution.

Achievements:

- 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 (B2B & B2C):
 - 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 120% acquisition growth in 6 months.
 - Promoted to Global Head of Marketing, Brand and Content as a result.
- Developed our Performance Marketing function, expanded the team to 50 marketers, channel owners, and analysts, and delivered a 360-degree acquisition program across key paid channels (Google, Bing, YouTube,

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- Instagram, and LinkedIn).
- The key instigator in the brand relaunch, including building guidelines, timelines, value propositions, tone of voice and rolling out to 18 languages in 2 months.
- Built our in-house agency, Creative Studio, including brand definition and collaboration, management of external agencies, and growing the team from 0 to 30 people in under 2 years delivering across the whole business.
- Launched four new languages into our marketing channels, accounting for €1 million in net revenue in 6 months.
- Rolled out OOH campaign, including media and digital collateral assets which increased brand consideration by 15% in EMEA, UK&I, and DACH.
- Relunched the newsletter program, and increased click-through rate by 70% and open rate by 60% within the first two months.

Marketing Operations, Content Strategies, Senior Management Consultant

OCTOBER 2015 - SEPTEMBER 2020 PARIS/BERLIN

Key Responsibilities:

- Operations: e-commerce, internationalization, marketing, and product strategies including CRM, CMS, and Data reporting platforms set up.
- 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 and customer journeys in multiple languages, set up marketing, content, and product roadmaps, and increased engagement and performance.

DaWanda (12MEUR Revenue an. staff 250)

Country Manager & Global Head of Editorial Content, (CEMEA, UK&I)

OCTOBER 2009 - SEPTEMBER 2015 PARIS/BERLIN

Key Responsibilities:

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

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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 1,000)

Channel Correspondent

JUNE 2005 - AUGUST 2008 PARIS

Archiving of broadcast channels through the most valuable French audiovisual database (TV/Radio/Cinema) and partnership strategic account manager for key media.

