

# VANESSA GRAY

## MARKETING & CONTENT SPECIALIST

### CONTACT

+44 777 034 5336

[vanessalorrainegray@gmail.com](mailto:vanessalorrainegray@gmail.com)

[vgraymarketing.com](http://vgraymarketing.com)

[LinkedIn](#)

London, UK

### CORE SKILLS

- Marketing strategy
- Brand strategy
- Channel/platform management
- Global Campaign management
- Social media management
- Digital content production
- Project and resource management
- Relationship and key stakeholder management
- Integrated marketing communications
- Publicity and PR
- Cross functional collaboration and communication
- Leadership and team development
- Strategic partnerships and sponsorships
- Event planning and execution
- Website design and development

### EDUCATION

2012

**Auckland University of Technology**

- Bachelor of Arts - Marketing and Event Management

### PROFILE

Senior global marketing specialist with 9 years' experience in digital entertainment, and technology at two of the world's leading visual effects studios. Demonstrated history developing successful marketing strategies and delivering multi-channel, global campaigns for creative and technical projects. Natural storyteller, with vast experience producing engaging digital content for various channels that tell compelling, and often technically complex narratives, made accessible to a diverse audience.

Proven success producing industry award submissions from brief to execution, achieving over 70 accolades and nominations. Dedicated brand guardian, successful in defining, implementing and upholding overall corporate brand strategies to ensure consistent messaging and visual identity. Effective communicator, with a strong ability to cultivate and leverage trusted and long-lasting stakeholder relationships at all levels, from executive boards, to clients, partners, and talent.

### WORK HISTORY

**Scanline VFX - Powered by Netflix | London, UK**

OCT 2019 - MAR 2024

**Global Head of Marketing**

Award-winning, global visual effects (VFX) studio committed to developing innovative tools and technologies for filmmakers. High-profile clients include Netflix, Warner Bros. and Disney.

- Engaged as the studio's first ever marketing role to establish the global marketing function and strategies in line with business goals across their 8 NA, APAC and EMEA locations. Required a comprehensive understanding of each of the local industry landscapes to identify opportunities and challenges.
- Developed and implemented global marketing campaigns, from brief to completion, across the studio's film, episodic, virtual production, and volumetric capture work, highlighting competitive differentiation and positioning them as technology leader, and creative partner to key decision makers.
- Defined the global brand strategy and oversaw the development and implementation of brand guidelines across all digital and print collateral to achieve a unified and integrated brand identity, as well as increasing brand awareness and recognition in the industry.
- Spearheaded the development of creative briefing and digital content production guidelines to improve content quality and subsequent engagement across owned, earned, and paid channels.
- Completely overhauled the studio's approach to awards submissions, achieving 23 awards nominations and wins in my four year tenure, compared with a total of 19 awards nominations and wins in the 30 years prior.
- Unified and expanded the business' social media presence globally, organically increasing their following by over 250% across LinkedIn, X, Instagram and Facebook.
- Oversaw the design and development of a new website (yet to launch), personally creating detailed wireframes, UI/UX design recommendations and comprehensive briefs for our agency partner.
- Significantly increased Scanline's presence and mentions in the media by taking a proactive approach in outreach and story pitching, leveraging my extensive industry press relationships in publications such as Variety and The Hollywood Reporter.
- Accountable for the annual marketing budget in partnership with production and finance, working with global teams internally and externally to resource projects efficiently, and within budget.
- Actively involved in defining the corporate marketing strategy in collaboration with the CEO and Netflix to execute against technology and business development goals, including facilitating the delivery of the cross-brand for Netflix and Scanline VFX as part of Netflix's acquisition of the business in 2022.
- Owner of the studio's annual conference attendance plan, involved in all aspects of planning and execution from bookings, booth design, crafting presentations and producing relevant marketing collateral.
- Forged strategic partnerships and sponsorships with external vendors, clients, industry events, and media to achieve mutual goals in local and international markets.
- Successfully cultivated and led a cross-functional team of three direct reports, fostering and identifying growth and development opportunities to support both individual and organizational goals.
- Partnered with internal talent, recruitment, and learning and development teams to communicate compelling selling propositions to retain and attract talent across our global markets.

## REFERENCES

References are available upon request however, in the meantime, please refer to the numerous recommendations received on [LinkedIn](#).

## WORK HISTORY

### **Eyeline Studios | London (remote)**

JUN 2020 - MAR 2024

#### **Global Head of Marketing**

Eyeline Studios is Netflix's innovation hub and a division of Scanline VFX. Underpinned by a commitment to developing tools and technologies, harnessing machine learning and AI, Eyeline Studios are striving to build the future of real-time filmmaking. Through virtual production and volumetric capture services, Eyeline offers content creators the ultimate in flexibility and creative freedom across film, episodic and advertising.

- Served as Global Head of Marketing for Eyeline Studios, in addition to my role at Scanline VFX. Was involved early on during Eyeline's inception in 2020, working with the CEO and COO to write, develop, and design a wide variety of client facing material such as pitch decks and service offerings.
- Acted as brand guardian, defining the brand strategy and ensuring consistency across print and digital channels for Eyeline's Los Angeles and Seoul locations.
- Designed and implemented templates across collateral such as press kits, info kits, client presentations, quarterly business reviews, and town halls.
- Produced bidding reels for new business, showreels, bespoke content for behind the scenes/making of reels, as well as awards submission reels which resulted in two Cannes Lion, and a Visual Effects Society win for Emerging Technology.
- Actively aligned with CRO to gain strategic approval on, and promote all his industry engagements - from research papers, awards recognition, and panels and presentations at conferences such as DigiPro and SIGGRAPH.
- Worked closely with my counterparts at Netflix to pitch technology-focused stories to relevant media outlets resulting in features in LA Times, Forbes, and Time Magazine.
- Key to the success of two press junkets for *Yu Yu Hakusho*, working with Netflix to bring 20+ press and influencers from Japan to LA for a day of live demos and presentations on how the project used Eyeline's volumetric capture technology.

### **Wētā FX (formerly Wētā Digital) | Wellington, NZ**

JUL 2015 - SEP 2019

#### **Marketing Manager**

Wētā FX is the standard-bearer for creativity and innovation in visual effects and animation, known for their ground-breaking work on projects like *Lord of the Rings*, and *Avatar*.

- Sole charge capacity in pitching for, and securing media opportunities for the company both domestically, and internationally, across all projects to ensure work was well represented in a variety of below the line and trade outlets.
- Headed behind the scenes and EPK shoots on location and virtually, booking venues, camera crews, scheduling and coordinating interviews, and crafting key story points.
- Managed all social media and digital channels to promote the studio's technical and creative achievements, working directly with the editorial team to produce channel-specific content.
- Held a key role in the advisory and project management team that developed and launched the studio's new website.
- Oversaw the creation of still and video assets for each project, spearheading awards submissions which resulted in 30+ industry award wins for the company during my tenure.
- Instrumental in the success of multiple press junket/experiential marketing events for blockbuster films *War for the Planet of the Apes* and *Alita: Battle Angel* in which we hosted 30+ influencers and international media outlets.
- Responsible for maintaining the brand and reputation of the company through all promotional activities to create an environment that was conducive to new business, attracted international talent and highlighted competitive advantages.
- Supported the annual corporate sponsorship and partnership plan, identifying opportunities to support local organizations that fell in the categories of arts and industry, and environment and community.

### **TalentShop | Wellington, NZ**

AUG 2014 - JUL 2015

#### **Recruitment Coordinator**

Boutique, specialist recruitment agency, sourcing the best creative, digital and marketing talent across New Zealand for agencies such as FCB, Clemenger BBDO and DesignWorks.