

VANESSA GRAY

MARKETING, CONTENT & BRANDING SPECIALIST

CONTACT

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[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
- Budget management
- Event planning and execution
- Website design and development
- SEO

EDUCATION

2012

Auckland University of Technology

- Bachelor of Arts - Marketing and Event Management

PROFESSIONAL OVERVIEW

Creative and results-driven Senior Global Marketing Specialist with over 9 years experience developing and executing marketing strategies for prominent technology brands within digital entertainment. Demonstrated history delivering engaging content for multi-channel marketing campaigns to showcase innovative and emerging technologies, and acclaimed creative projects. Dedicated brand guardian with a proven track record defining and implementing global brand strategies to achieve unified and integrated messaging as well as increased brand awareness and recognition. Natural storyteller, adept at producing engaging content that simplifies complex narratives for diverse audiences. Proven success producing industry award submissions from brief to execution, achieving over 70 accolades and nominations over my tenure. Effective communicator, who excels in cultivating and leveraging trusted stakeholder relationships at all levels, from executive boards to clients, partners, and talent.

WORK EXPERIENCE

Scanline VFX - Powered by Netflix | London, UK

OCTOBER 2019 - MARCH 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.

- Joined Scanline as their inaugural marketing specialist, tasked with establishing the global marketing function and strategies aligned with business objectives across their 8 NA, APAC, and EMEA locations.
- Spearheaded the development of briefing and content production guidelines to improve content quality and subsequent engagement across owned, earned, and paid channels. This resulted in an increased social media following of over 250%.
- Led the creative direction of all 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.
- Cultivated and maintained strong relationships with key media contacts to secure positive press, increasing coverage of the brand in top industry publications by over 300%.
- Led the creative direction for all award submissions, including reels, voiceovers, and visual materials, resulting in 22 nominations and wins during my four-year tenure, compared to a total of 19 nominations and wins over the previous 30 years.
- Defined the global brand strategy, developing and implementing clear branding guidelines for use across all collateral and touch-points to achieve a cohesive brand identity, as well as increased brand awareness and industry recognition.
- 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.
- Upheld brand guidelines across the business, ensuring all public-facing content from other departments consistently met our brand standards to support the overall brand strategy.
- Led 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 to align with our brand directives.
- Directed the conference and event attendance strategy for the business, overseeing all facets of planning and execution. Played a hands-on role in producing presentations and collateral to effectively showcase content on an international scale.
- Developed strategic partnerships with key stakeholders, industry partners, and media outlets, identifying opportunities to distribute thought leadership content to broader audiences.
- Worked with all internal departments to provide customised branded content to each business unit based on their specific needs, such as materials for the learning and development platform.
- Solely responsible for ensuring our project messaging was aligned with that of the client, which included getting all IP approved through the appropriate channels such as legal and talent, and adhering to content embargoes per region.
- Successfully cultivated and led a cross-functional team of five, fostering and identifying growth and development opportunities to support both individual and organisational goals.
- 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.

REFERENCES

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

WORK EXPERIENCE

Eyeline Studios | London

JUNE 2020 - MARCH 2024

Global Head of Marketing (in addition to Scanline VFX role)

Eyeline Studios is Netflix's innovation hub and a division of Scanline VFX. Through virtual production and volumetric capture services, Eyeline offers content creators the ultimate in flexibility and creative freedom across film, episodic and advertising.

- Crafted and drove the marketing strategy during inception and launch of Eyeline Studios in 2020 to position it as an innovative, emerging technology business as it entered the market.
- Spearheaded the development of brand guidelines, upholding these and ensuring consistent application across all content and channels for Eyeline's Seoul and Los Angeles locations to build brand recognition.
- Established and managed a brand LinkedIn profile, fostering organic growth and garnering a following of 5K within a year to enhance visibility and recognition.
- Designed and created an array of bespoke content from pitch decks, service offerings, press kits, and bidding reels to align with the vision and strategic objectives.
- Oversaw the creative direction of bidding reels, showreels, bespoke content for behind the scenes/making of reels, as well as awards submission reels which resulted in two Cannes Lions Awards and a Visual Effects Society Award for Emerging Technology.
- Collaborated closely with Netflix counterparts to craft and pitch technology-focused content stories, resulting in high-profile features in LA Times, Forbes, and Time Magazine, building Eyeline Studios' industry presence.
- Played a pivotal role in the success of two press junkets, partnering with Netflix to bring over 20 press and influencers from Japan to Los Angeles for live demos and presentations, showcasing Eyeline's volumetric capture technology and reinforcing the brand's innovative edge.
- 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 high-profile industry conferences.

Wētā FX (formerly Wētā Digital) | Wellington, NZ

JULY 2015 - SEPTEMBER 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.

- Oversaw the creation of graphic and video content for each project, spearheading the awards submission strategy which resulted in 30+ award wins for the company during my tenure.
- Managed all social media and digital channels to elevate the studio's brand by showcasing its technical and creative achievements, collaborating with the editorial team to produce tailored and engaging channel-specific, branded content.
- Spearheaded pitching and securing media opportunities for the company both domestically and internationally, ensuring comprehensive brand representation across all projects in various industry and trade outlets.
- Maintained the company's brand and reputation through strategic promotional activities, creating an environment conducive to new business development, attracting international talent, and highlighting competitive advantages.
- Played a vital role in orchestrating the success of numerous press junkets and experiential marketing events, where we welcomed over 30 influencers and international media outlets. These gatherings yielded user-generated, branded content that were widely distributed to diverse audience segments.
- Headed content shoots on location and virtually, booking venues, camera crews, scheduling and coordinating interviews, and crafting key story points.
- Held a key role in the advisory and project management team that developed and launched the studio's new website, ensuring a brand-aligned design that allowed the work to shine.
- Supported the annual corporate sponsorship and partnership plan, identifying opportunities to support and get involved with local organisations that fell in the categories of arts and industry, and environment and community. PR coverage generated included events such as beach clean up and tree planting days, as well as exclusive sponsorship of certain programmes throughout New Zealand Festival of the Arts.

WORK EXPERIENCE

- TalentShop | Wellington, NZ** AUGUST 2014 - JULY 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. Responsible for supporting the wider recruitment team to match the right talent with their dream job.
- Mischief Shoes | Wellington, NZ** MAY 2013 - AUGUST 2014
Warehouse Manager
Well-established national retail business selling fashion footwear throughout their two Wellington based stores, two Auckland based stores and their e-Commerce site. Responsible for the receipt and dispatch of incoming stock, logistic and quality control. Provided regular support to our e-commerce team, gave sales training to new staff and merchandised the retail spaces each week to highlight new arrivals .
- I Want Orange | Auckland, NZ** JULY 2012 - NOVEMBER 2012
Events Assistant
I Want Orange creates engaging brand experiences focusing on experiential strategy, execution and activation. Was part of the event team on multiple experiential brand activations such as an ice-skating rink for ANZ and an Olympic Games fanzone for Samsung.
- Mischief Shoes | Wellington & Auckland, NZ** AUGUST 2008 - JULY 2012
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