

RACHEL BAINES

MCIM, CMKTR, FIDM

FREELANCE DIGITAL MARKETER, CONSULTANT,
SOCIAL MEDIA MANAGER & COPYWRITER

CONTACT

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SKILLS

Digital Marketing Strategy
Channel & Engagement Strategy
Campaign Management
Digital Marketing Copywriting
Email Marketing incl. Automation
Social Media Marketing
Content Marketing & Copywriting
Reporting and Analysis
Podcast Marketing

EDUCATION

Professional Diploma in Digital Marketing

CIM - Level 6 Diploma

2019-2020

The Digital Diploma in Professional Marketing gives the knowledge, skills and understanding at management level to take a strategic approach on digital marketing. Passed with merit.

English Literature & History

The University of Birmingham

2007-2011

Gained a 2:1

SECTORS

Agency 

Professional Services 

B2C 

PROFILE

I am an award-winning and passionate marketing manager with over 10 years' of experience in in-house, client-side, agency and freelance digital marketing. I am a member of the Chartered Institute of Marketing (CIM), and a Fellow of the IDM. I was ranked as IPSEs new freelancer of the year in 2022, one of management today's 35 under 35 in 2023, and as one of the BIMA 100 class of 2024 for strategists & consultants.

I am a passionate marketing consultant and I love working with different brands across multiple sectors. I

WORK EXPERIENCE

Freelance Marketing Consultant

2022 - Present

Baines-Moore Digital Marketing

- I've worked with various clients across numerous sectors, including (but not limited to);
 - The Payments Association
 - Colliers EMEA
 - International Society of Feline Medicine / International Cat Care
 - Press Loft
 - RICS
 - Inclusive Employers
 - The Historical Association
 - Gravesend Churches Housing Association
 - Delib
 - CCWE Global
- I usually work on strategic projects initiating planning activities and ultimately delivering against those activities.
- I have completed projects which have included the promotion of IRL events, training promotions, brand awareness campaigns, day-to-day deliverables, email deliverability, website migration, podcast marketing (my own (www.sinistersouthpod.co.uk), and client podcasts) and strategic positioning and messaging.
- I also complete copywriting for marketing activities including blogs, website pages, email comms, social media, whitepapers and thought leadership, award entries and other marketing collateral.

Co-Founder

2022 - Present

Diced.ai

- I am also a co-founder of a new SaaS technology platform which uses AI technology to create impactful marketing messages from pre-written long-form, original content.
- We have received funding from the Government's Creative Catalyst and have an MVP currently in BETA.

Head of Strategy & Campaigns

2022 - 2024

Chime Agency

- I worked as the Head of Strategy and Campaigns at an independent content marketing agency Chime, an agency for other agencies.
- I helped to build a strong roster of clients, working on retainers and in client development.
- I built a solid reputation within the sector and have developed great relationships with my clients and peers.
- I was a part of the management team within the agency, working directly with the founder to grow the business. I left due to wanting to grow my own business and due to the direction of the agency changing.

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AWARDS

- BIMA 100 2024 - Strategists & Consultants
- Management Today's 35 Women Under 35 2023
- Digital Woman to Watch 2023
- IPSE Freelancer of the Year 2022
- Digital Leader of the Year 2022

SUCCESSES

- Increased conversion for online course for ISFM by 125% through digital campaign management and delivery.
- Organic email list growth of 2000% users via advertising, acquisition, and cross-promotion for The Telegraph.
- Created engagement plans for The PAY360 Awards to encourage entry submissions and sponsorship enquiries leading to the highest number of submissions in the last 4 years.
- Gained average engagement rate of 40% for Inclusive Employers National Inclusion Week.
- Grew a fertility influencers Instagram following by 220% to get her content seen by over 1000 new users and generate 10 new paid members to her online community.
- 212% increase in engagement with the RICS brand post community launch.

REFERENCES

Andrew Simpson [Team Wheel]

andy@teamwheel.co.uk

Emma Banymandhub [The Payments Association]

emma.banymandhub@thepaymentsassociation.org

Claire Hutchings [Chime Agency]

claire@chime.agency

WORK EXPERIENCE

Head of Engagement Channels

RICS

2021 - 2022

I was promoted to Head of Engagement Channels in 2021 after an internal restructuring to manage social, email, SMS, marketing automation & community. I led a team of 10, including 3 channel leads and an apprentice as direct reports. I was asked to stay on for an extra two months after my resignation to finalise ongoing projects as part of my freelance activities. My responsibilities included:

- Establishing a business-critical multi-channel strategy for traffic and engagement
- Project lead on procurement, strategy, measurement framework, RACI & launch of a new community platform (myRICS Community) to achieve 15,000 active users within the first 6 months
- Lead the generation of a cross-functional campaign management process
- Lead on the launch of SMS for marketing activity globally
- Embedded new operating models to ensure digital was at the heart of RICS
- Implemented structural change to data processes for email comms and led on consent project and overhaul of preference centre to better align with GDPR, PECR, ePrivacy and new Chinese data protection law in late 2021
- Grew the team from 4 to 10 in 6 months and established the channels team as a major player within the wider business.

Global Email Marketing Manager

RICS

2015 - 2021

- I managed global email activity, campaigns, strategy, and major projects.
- I streamlined email comms through automation and line-managed three colleagues.
- Created a global email marketing strategy in line with best practice, GDPR and RICS' business plan
- Procurement and migration of automation system for global email operations
- Creation of email marketing best practice documentation, policy and case studies
- Launch of transactional SMS campaigns for global subscriptions renewal campaigns
- Implementation and design of a new preference centre
- Launch of automated campaigns across our email portfolio
- Heavily involved in the creation and implementation of email data protection policies
- Management and control of the global email schedule and overseeing the send of 60+ UK emails per week
- Main training contact for global teams on email provider and system
- Initiated training calls, monthly newsletter and internal intranet site to continually teach and mentor wider business colleagues in the latest in email best practices and implementation.

Newsletter Campaigns Manager

The Telegraph Media Group

2014 - 2015

- I had sole responsibility for digital newsletters for over 25 areas of the Telegraph's editorial sends, managing deployment, retention, growth, and churn across these areas.
- Ensuring successful set-up of all email content and monitoring inbox deliverability
- Working on email redesigns and mobile optimisation of newsletters
- Sending 25+ communications per week to over 1 million contacts
- Maintaining and managing in-email advertising and cross-promotion