

HELEN HARVEY

ABOUT ME

Dynamic marketing professional with 8+ years' experience delivering high-impact consumer marketing campaigns and brand activations in APAC, the US and Europe. Brings a strategic mindset, creativity and a proven track record of driving measurable brand engagement and customer growth.

CONTACT

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 Singapore

SKILLS

- Brand Strategy
- Brand Marketing
- Digital Marketing
- Content Marketing
- Influencer Campaigns
- Partnerships
- Creative Briefs
- Project Management
- PR
- Data Analysis
- Events
- Customer Growth
- People Management

EMPLOYMENT HISTORY

Marketing Manager

Nov 2021 – Sept 2024

Pottermore Publishing, London

The global digital publisher of the Harry Potter eBooks and audiobooks.

Achievements

- Led the marketing campaign for the *Harry Potter* audiobooks launching on Yoto across the UK, US, Canada, Australia and France. Surpassed the global target of 80K units sold in four months, making this Yoto's most successful product launch.
- Partnered with Ximalaya to launch the *Harry Potter* audiobooks in China. Coordinated influencer content across WeChat, Weibo, Douyin and Little Red Book. Achieved 2.4 million plays on day one and over 10 million within ten days – the fastest-performing IP launch on the platform.

Responsibilities

- Developed and led integrated marketing campaigns across the EU, US and APAC to drive sales of the *Harry Potter* eBooks, audiobooks and new digital products.
- Built multi-channel activations to grow subscribers for global retail and library partners (*Audible, Yoto, Ximalaya, Dedao, hoopla*), leveraging in-person influencer events and platform-specific creative across Instagram, TikTok, YouTube, WeChat, Douyin, Weibo and Little Red Book.
- Collaborated with retailers on annual marketing plans, aligning *Pottermore*-owned and *Warner Bros.* campaigns ('Back to Hogwarts', 'Christmas in the Wizarding World') across web, app, email, paid search, social and OOH. Ensured that all assets adhered to *Pottermore*'s brand guidelines.
- Set campaign KPIs, devised the creative direction, and briefed design and PR agencies. Managed campaign timelines, budgets, creative amends and final sign off between internal and external stakeholders.
- Influenced retailer buy-in and product visibility by delivering insights-led presentations and sales forecasts.
- Collaborated cross-functionally with Sales, Finance and Account Management teams to optimise campaigns.

EDUCATION

University of Kent
Sept 2010 – July 2013

Bachelor of Arts
2:1 in English & American Literature

INTERESTS

- Running
- Travelling
- Reading fiction
- Listening to global news & pop culture podcasts

References available upon request.

- Reviewed and approved press releases.
- Conducted research projects to identify competitors, key audience segments, demographics, behaviours and optimal communication strategies.
- Trained and line managed the Marketing Assistant.

Brand Marketing Manager

Jan 2020 – Oct 2021

Dennis Publishing, London

British media company and publisher of titles such as The Week and Octane.

Achievements

- Managed the launch of the Science+Nature children's podcast, 'Mysteries of Science', which led to 4.5k downloads of the first episode in week 1.
- Ensured that *Computeractive* sustained its 68k circulation, through targeted subscriber campaigns, and drove a 21% YOY increase in digital subscriptions.
- Drove a 28% YOY sales increase for the *VIZ* Annual through targeted multi-channel marketing and seasonal promotions.

Responsibilities

- Planned and executed marketing campaigns for 30+ consumer brands, including *The Week*, *The Week Junior*, *Cyclist* and *Octane* across the current affairs, lifestyle, technology and automotive portfolios.
- Managed always-on and campaign-based content across social (PPC, Facebook targeted ads), newsletters and other *Dennis*-owned digital platforms. Implemented email marketing campaigns (Selligent, 100k+ databases). Coordinated print advert designs and media bookings.
- Promoted seasonal campaigns and gift guides.
- Led podcast marketing campaigns for *The Week Unwrapped*, *The Week Junior Podcast*, *The MoneyWeek Podcast* and *Science+Nature's Mysteries of Science*.
- Managed commercial partnerships (*Octopus Books*, *BMW*, *Hyundai*, *Freewheel*) and content partnerships (*Footman James*, *Motorsport UK*).
- Wrote and distributed press releases through Cision.
- Managed the marketing for events including award shows (*The Historic Motoring Awards*), fine wine tasting dinners (*The Week Wines*) and track days (*Octane Track Days*) to generate ticket revenue.

Marketing Executive

Sept 2017 – Jan 2020

Dennis Publishing, London

Junior Account Executive

Jan 2015 – Feb 2017

Pebblebeach, Brighton

A marketing agency working with charities and hospices across the UK on fundraising campaigns.