

Niki Webb

United Kingdom



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Summary

More than fifteen years of experience working as an Omnicom GM in marketing and digital strategy roles for B2C, B2B and predominantly Healthcare companies in Europe and USA.

Specialties: Financial Services, Tech and Healthcare / Big Pharma.

Core skills: Digital strategy and transformation, enterprise website architecture, content marketing strategy and practitioner, enterprise digital project management, content expert and editor, facilitator and c-level client manager.

Client experience (snapshot): Novartis, Bayer, Boots, Specsavers, AstraZeneca, JohnsHopkins, SimplyHealth, Zurich, HSBC, Brookfield.

Experience



Content Marketing Strategist | Digital Consultant

Freelance

Jan 2021 - Present (1 month +)

Experienced and highly-effective consultant / freelancer.

1. As a Content Marketing Strategist I can:

- Develop and advise on effective content strategies that deliver ROI
- Review marketing performance to make recommendations and optimise performance
- Lead and support agency partners / clients to ensure alignment on strategy and goals
- Manage full-service content production process, from ideation to optimisation
- Support quality strategy and ideation for pitches
- Review and edit original content for quality and clarity
- Facilitate writer and content creator programmes, outputs and budgets

2. As a Consultant and Facilitator I can:

- Facilitate discovery sessions with clients to understand their goals, guidelines and resources related to their editorial / content marketing mission
- Help run content kick-offs with clients to prepare them to effectively curate licensed content and manage original content creation
- Generate content strategy for enterprise web estates and complex, digital, content spaces
- Source, onboard, and manage content creator bench

3. As an Editor I can:

- Create content blue-prints, calendars, themes and solid ideas

-Commission and create thought-leadership for C-Level



CEO

Specialist - The Content Marketing Agency (Omnicom)

Nov 2003 - Oct 2020 (17 years)

Managing Director role with 17 years leadership experience in a global network.

Senior counsel across digital, marketing and content marketing. Sector specialisms: Healthcare, B2B, Technology, Sustainability, Financial Services.

As MD, managed 17 + years of year on year growth at Specialist and the transformation of the agency from publisher to digital content agency. Versatile leader with proven track record in operations, marketing, and sales.

Global Content Marketing & Digital Lead for network partner FleishmanHillard and regular commentator on the art and science of content marketing.

Practitioner and chief information architect for enterprise builds and major digital estate migrations.

Regular pitch team lead - creative and collaborative with excellent sales track record.

Data and digital expert with strong GDPR implementation and process experience.



Publishing Director

Redwood Publishing (Omnicom/BBDO)

Oct 1998 - May 2003 (4 years 8 months)

P&L responsibility for suite of client publications and content platforms

Clients included: UBS, Reuters, M&S



Production Director

BBC Enterprises (Redwood Publishing)

Sep 1993 - Sep 1998 (5 years 1 month)

Print and Production Director responsible for operations and procurement of £60m + of paper and print services.

Paper buyer liaising with major European mills and incorporating procurement standards in supply chain including sustainability. Trained and operational in PEFC & FSC procurement.

Operations control for millions of BBC Magazines from scheduling to global manufacture.

Education



Babson College

Senior Management Leadership Programme



Middlesex University

BA HONS, English and Media

English & Communications



The Institute of Direct and Digital Marketing

Diploma in Direct Marketing, Marketing



Wycombe

Skills

Custom Publishing • Publishing • Digital magazines • Digital Content • Branded Content • Contract Publishing • Editorial Strategy • Editorial Planning • Content Strategy • Specialist writers