

# RACHEL BAINES

FREELANCE DIGITAL MARKETER & COPYWRITER

## CONTACT

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- www.baines-moore.co.uk
- London, SE12

## 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

## 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 one of management today's 35 under 35 in 2023.

I have loved taking on the challenge of freelancing and am helping to build a successful content marketing agency (with a focus on working with other agency owners exclusively). I was the IPSE New Freelancer of the Year 2022 and have been touted as "One to watch" by Digital Women.

## WORK EXPERIENCE

### Freelance Digital Marketer

Baines-Moore Digital Marketing 2022 - Present

- I've worked with various clients across numerous sectors, including (but not limited to);
  - The Payments Association
  - Colliers EMEA
  - International Society of Feline Medicine
  - Press Loft
  - RICS
  - Inclusive Employers
  - The Historical Association
  - Gravesend Churches Housing Association
- 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 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.

### Head of Strategy & Campaigns

Chime Agency 2022 - Present

- When not freelancing I work as the Head of Strategy and Campaigns at independent content marketing agency Chime, an agency for other agencies.
- I have helped to build a strong roster of clients, working on retainers and in client development.
- I have built a solid reputation within the sector and have developed great relationships with my clients and peers.
- I am part of the management team within the agency, working directly with the founder to grow the business.

### Co-Founder

Diced.ai 2022 - Present

- 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.

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## AWARDS

- 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

## SUCCESSSES

- 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

### Richard Jones [The Payments Association]

richard.jones@thepaymentsassociation.org

## 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