

HOLLY TRIBE



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SUMMARY

Holly is a brand implementation specialist with a profound understanding of the creative and technical processes essential for effective online audience communication and engagement. She adeptly bridges in-house and agency team dynamics to bring project concepts to life.

Hi TRIBE

DIGITAL PROJECTS

Remote/Geneva,
Switzerland

Sep 2023 - Present

FREELANCE

Working with a range of clients on short-term, high intensity digital projects, including website expansion and relaunch, social media strategy and publishing and SEO and content management.

FIVE RIVERS CHILD CARE

SOCIAL ENTERPRISE

Salisbury, United
Kingdom

Feb 2021 - Present

DIGITAL LEAD (MANAGER)

A maternity cover contract with line-management duties. The in-house lead for SEO, digital marketing and social media strategy alongside website development projects with the key focus of recruiting and retaining foster carers. Working with a range of stakeholders across the child care sector. Proud to be part of a small and nimble team who's key focus is turning the lives of vulnerable children around.

DUWUN/ IRIE DIGITAL DIGITAL MEDIA AGENCY

Yangon, Myanmar

Aug 2019 - Sep
2020

ACCOUNT DIRECTOR

Responsible for the strategic and creative execution of digital campaigns for a portfolio of key accounts including; KBZPay, GIZ (Save for Future Myanmar), Shell (Myanmar).

Develop and implement the company brand strategy, including the delivery of a new website, updated social media strategy, thought leadership articles and producing Irie's annual digital and social media conference 'Digital Refresh: 2020 Vision' at Yangon's Secretariat for 150 attendees.

McLAREN RACING F1 TEAM

Woking, Surrey

Mar 2018 - Feb
2019

BRAND MANAGER

Working directly with the Brand Director and in-house creative studio to deliver best-in-class brand initiatives for one of the world's leading sports brands.

Digital Asset Management System: Project managed the development and delivery of a new asset management platform. Included extensive archiving, copyright and metadata management, working with a team of developers to create a bespoke platform. There wasn't an off-the-shelf product available that suited the businesses needs, so we built one.

2018 F1 Digital Garage: Delivered the digital component of a £2.2million redesign of McLaren Race teams' Formula 1 garage. Networked a 270 degree screen experience, whilst working with a motion graphics artist to develop a dynamic content plan which evolved with each race. Managed the real-time content programming powered by social media feeds, bespoke sponsor content, live TV broadcast inputs and telemetry data from F1.

McLAREN F1 TEAM

Woking, Surrey

Nov 2012 - Mar
2018

SENIOR DIGITAL PRODUCER (MANAGER)

Responsible for the creation, curation and production of digital content across McLaren's portfolio of digital platforms. Created content for tent pole campaigns both for the brand and for the McLaren F1 teams' sponsors/partners. Worked directly with PR, social media and data analytics teams to steer content publishing strategies and identify the savviest methods available to amplify reach into relevant audience segments. Worked closely with both internal stakeholders and a trusted network of freelancers and creative agencies to deliver everything from mobile apps to global car launch campaigns.

Which F1 driver are you?: Interactive web-based quiz generating 197,000 page views in a week, amplified via key industry influencers on social media achieving 40,000 tweets, global organic trending for #McLarenDriverQuiz, and 8 Million impressions.

McLaren Instagram: Establish presence on a new social media platform growing the channel from 0 - 550,00K followers over two years. The fastest growing and most engaged audience on this platform among F1 teams at that time.

MP4-31 car launch: Two weeks, eleven films, three photoshoots and the delivery of the most successful McLaren digital car launch to date. Using a range of cutting edge technical production methods, including high-motion video capture and html5 website wrapper.

McLAREN
F1 TEAM
Woking, Surrey
Nov 2012 - Mar
2018

DIGITAL COMMS AND PRESS OFFICER

A dual-purpose role managing the global digital communications output over the course of 21 race weekends. Duties included:

Content and social media production: Managing the live Twitter feed, multi-language websites and other social media platform updates throughout the course of a Formula 1 race weekend.

Race-based PR activity: Chaperoning drivers during media and race activities, arranging media schedules and interviews with international print and broadcast journalists.

Comms: Cascading ever-evolving comms plans to drivers and relevant team personnel ahead of live TV segments with broadcasters in multiple languages.

PR: Drafting press releases and short form news stories, and managing the upload process to websites and the digital media centre. Implementing crisis comms strategies on the ground.

WORLD
STORES
ONLINE
RETAILER
London
2011 - 2012

VIDEO & IMAGE PRODUCER

Set up a rich media department for this rapidly growing e-retailer to improve quality of image and video output across a portfolio of 70+ websites. Implementing batch processing methods to optimise, organise and tag large quantities of media.

AXONN
MEDIA
CONTENT
MARKETING
AGENCY
London
2009 - 2011

ASSISTANT EDITOR

Producing high quality editorial for a niche consumer news website. Steering content strategy to benefit from YouTube SEO, which was an emerging platform at the time. Create engaging video content designed to bring in new traffic to enable monetising the platform via advertising.

EDUCATION

FURTHER
LEARNING
2014

BTEC, INTRODUCTION TO ADOBE AFTER EFFECTS,
PREMIERE PRO, PHOTOSHOP, LIGHTROOM: Intermediate working knowledge

LONDON
SCHOOL
OF
JOURNALISM
2010

DIPLOMA, INTRODUCTION TO JOURNALISM
Distinction

UNIVERSITY
OF
MANCHESTER
2002 - 2005

BA HONS, PHILOSOPHY, ENGLISH LIT & DRAMA
2:2

ST JOSEPH'S,
READING
1994 - 2001

A LEVELS: ENGLISH LITERATURE (B), DRAMA (C), ART (C)
GCSE's: 11, Grades A - C