



## Sophie Fraser

Head of Marketing Services,  
Business Acceleration



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Sophie is Head of Marketing Services at Digital Work's Business Acceleration practice, committed to supporting clients transform their sales and marketing.

Sophie is an experienced, diligent and adaptable 'all-round' marketing professional. Applying a creative approach to solve clients pain-points and to get things done at pace.

With broad sector experience, Sophie has helped clients across e-commerce, financial services and SaaS solutions, working with start-ups through to mid-tier and large scale organisations, with the ability to help businesses at different stages of digital evolution.

Sophie has delivered a wide variety of digital marketing functions, from strategy to execution of your marketing plans. Sophie's ability to rapidly understand the client's needs and integrate herself into a business means that she is able to produce tangible results within tight time-scales, providing a great ROI. For as little or or as long as needed.

Sophie has core expertise in:

- Marketing strategy | execution
- Market observations | insights for strategy planning
- CRM: strategy | set-up | management | administration
- Website refresh: strategy | content | project management | on-going
- Sales collateral
- Email marketing | set-up | execution
- Social media marketing: strategy to day to day
- Content marketing: strategy | planning | creation

### *Key achievements include:*

- *Expanded CRM database by 200% for effective lead generation. Re-aligned CRM data and successfully transferred all data to new CRM system with minimal business interruption*
- *Established a successful framework for lead-generation and insight for on-going use of client*
- *Established and grown online social media presence for clients across the major channels, including LinkedIn, Facebook and Twitter*
- *Developed successful new website presence for high growth start-ups from strategy, development to execution*



**Sophie Fraser** is part of a multi-disciplinary team of strategy, execution and growth experts.



## Think

Our Strategy and Leadership team are experts in helping clients develop successful digital strategies



## Execute

Our Product, Project and Technology team are experts in helping clients successfully execute their digital strategy



## Grow

Our Business Acceleration team are experts in helping clients grow at pace.



**End-to-end or specific needs.** Our team is structured to provide the exact skills you need



**A 'think + do' approach.** With expertise, methods and networks to rapidly deliver tangible business benefits



**A collaborative, pragmatic, and flexible culture.** Sharing insights and expertise to bring the best to our clients