

## Allie Johns – Credentials

### 1.0 Snapshot

I'm a marketing specialist, with 18 years experience covering all aspects and techniques - traditional and new media. In November 2004, I set up my own marketing consultancy.

An award-winner in external and internal communications, I've proactively devised and managed a wide variety of marketing campaigns and projects in the UK, Europe, USA and the Far East, for major brands including British Airways, Going Places and Stagecoach.

I'm used to planning, budgeting and working to challenging projects and timescales. I've an outgoing and creative spirit, am an accomplished communicator and like to challenge convention and deliver work that really stands out.

Unfazed by "hit-the-ground-running" assignments, I seamlessly complement businesses and organisations, as well as design and communication agencies seeking to progress and develop their own (clients') marketing capabilities to achieve results.

I'm based in Stockport just south of Manchester and work flexibly from a combination of my home, client and agency locations, depending on the nature and stage of the project.

### 2.0 Experience: consultancy

Since launching my own marketing consultancy in November 2004, I've worked on a contractual basis with: -

Studio North - brand design agency

June 2007 to date - providing marketing strategy and planning insight for a variety of clients including education, transport, professional services and recycling.

Also providing insight and direction for the repositioning, rebranding and marketing of Studio North. (2008)

System One Travelcards (Greater Manchester Travelcards Limited)

January 2006 to date

Stagecoach Manchester & Yorkshire

April 2005 – May 2007

Supertram Sheffield

June – July 2007

Sunterra Europe Limited

November 2004 – March 2005

### 3.0 Client overview & effectiveness

#### 3.1 System One Travelcards (*Manchester*)

January 2006 – to date

[www.systemonetravelcards.co.uk](http://www.systemonetravelcards.co.uk)

## Key deliverables

- Devise marketing strategy and manage implementation of all marketing activity
- Propose and manage budget
- Introduce and develop evaluation measures
- Pitch and manage agencies – creative, PR and research
- Represent System One to key local stakeholders, interfacing on a public/private basis

## Key achievements

- Instigated and managed full re-brand; including literature, website
- Developed media strategy to drive awareness
- Customer and staff communication simplified and improved in terms of style, presentation and tone of voice
- Product and brand awareness research conducted
- Website visits have increased 50% launch and was nominated for a Big Chip Award in 2007
- Sales of the Young Person Bus Saver up 20% (2007) following an integrated campaign including use of MySpace and Facebook

### **3.2 Stagecoach Sheffield/Yorkshire**

March 2006 to May 2007

[www.stagecoachbus.com/sheffield](http://www.stagecoachbus.com/sheffield)  
[www.stagecoachbus.com/yorkshire](http://www.stagecoachbus.com/yorkshire)

## Key deliverables

- Devise and implement marketing plan for the launch of the new, combined bus and tram network as “Stagecoach Sheffield”
- Devise and implement marketing plan for the launch of “megarider” in Barnsley, Doncaster, Rotherham and Huddersfield
- Devise and implement specific route promotions

## Key achievements

- Sheffield network launch campaign delivered in just 6 weeks from planning and concepts to media selection and delivery, whilst remaining on budget
- Instigated introduction of high-impact advertising and bus-branding on new routes, which combined with operational excellence and innovative direct marketing techniques, have positively impacted the local audience by:-
  - Increasing patronage by 51.5% (05/06 vs. 06/07)
  - Delivering 8% modal shift (car to bus)

### **3.3 Stagecoach Manchester**

April 2005 – January 2006

[www.stagecoachbus.com/manchester](http://www.stagecoachbus.com/manchester)

## Key deliverables

- Plan and implement route, brand and ticketing campaigns
- Plan and manage budget
- Represent Stagecoach Manchester to key local stakeholders, interfacing on a public/private basis

## Key achievements

- Christmas 05 campaign, saw sales of day ticket increase by 26%
- Summer campaign targeting parents and children, saw an increase in sales of the “adult plus child” ticket
- Website improved and more fully exploited, resulting in a 60% increase in qualified traffic
- Creative impact measures introduced by way of proving their value and effectiveness, thus helping to define ongoing media strategy

### **3.4 Sunterra Europe Limited** (*Lancaster*)

November 2004 – March 2005

#### Key deliverables

Devise and create a brand new membership publication both in style and content.

#### Key achievements

- Brought a fresh, new approach to holiday ownership communication
- Introduced the concept of the “magalogue”
- Enhanced the brand and product range by producing a high-quality, content-rich and useful reference publication for members

### **4.0 Experience: pre-consultancy (in-house)**

#### **2000 – 2003: Regional & E-Commerce Marketing Manager, British Airways**

*(UK London & Manchester, New York, Hong Kong, Europe)*

Joined 2000 as e-commerce marketing manager responsible for the development of e-marketing in Europe, Hong Kong and New York. On return from New York assignment (2001), promoted to regional marketing manager responsible for the planning, management and implementation of brand and route promotions for UK regional routes.

#### Key achievements

Re-defined the role of the regional marketing team and realigned responsibilities to deliver a fully integrated approach to regional marketing campaign planning and execution across audiences and channels.

Market share gains were achieved on many existing routes in a highly competitive and aggressive “low-cost” environment. Business case patronage levels achieved on new route launches.

Devised marketing plan for the launch of BA’s first multi-lingual booking engines in France and Germany. Contributed approximately £500k in incremental sales revenue and acquired new customers at the rate of 500 plus per week in the first three months after launch.

On assignment at BA’s New York office, developed website and online marketing strategy, including pitching and selection of the local online agency.

## **1999 – 2000: Retail Communications Manager, Going Places (Woking, Surrey)**

Responsible for the design and delivery of a web-based internal communication strategy to maximise sales, marketing and operational efficiency aimed at 5,000 employees (730 shops) across the UK.

### Key achievements

Bespoke intranet developed, designed and launched in November 1999, 8 months after joining the company and within budget and 12-month timeframe set. This kick-started a change in sales and operational culture at HQ and across the shop network.

Contributed to a 50% reduction in phone calls to the retail support helpdesk and delivered a cost saving of £90,000 in postage and paper.

*Received Design Business Association award 2000 for “Most effective Internal Communications programme.”*

## **4.1 Experience: early career (London)**

1996 – 1998: Editor & Publications Manager  
Interval International

*Received industry award 1999 for “Best trade publication”.*

1994 – 1996: PR Manager Europe  
Utell International

1992 – 1994: Marketing Communications Officer  
Hotel Catering & International Management Association

1990 – 1992: Marketing & projects assistant  
Teleconomy

## **5.0 Contact & education info**

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21/11/1966

School and college educated to A-level in Cullompton and Tiverton, Devon.

Degree-educated at the Polytechnic of North London (now London Metropolitan University), graduating in 1990 with 2:1 BA Hons in German with Humanities.