



Victoria Creevey
25 Cranfield Road
London
vcreevey@gmail.com

SUMMARY

Strategic digital leader with vast experience gained in the HE and cultural sectors.

- Record of leading high-impact digital platforms, cross-functional teams, and successful campaigns.
- Skilled communicator with the ability to influence, negotiate and win over stakeholders at all levels.
- Working knowledge of defining and leading large-scale digital projects that meet user needs.
- Proven experience of digital content creation and curation.

QUALIFICATIONS AND TRAINING

CERTIFIED PROFESSIONAL - DIGITAL PRODUCT MANAGEMENT
ICAgile

PROOFREADING AND COPY EDITING (BSI STANDARDS)
London College of Communication

EXECUTIVE LEADERSHIP PROGRAMME
Hyper Island

CAM MARKETING & CONSUMER BEHAVIOUR (CIM)
London Metropolitan University

ECOMMERCE STRATEGY
Institute of Direct Marketing

BA HONS DESIGN
Goldsmiths, University of London

PRINCE2 FOUNDATION
ChangeQuest Ltd

CORE COMPETENCIES

- Digital strategy
- Product and project management (agile, PRINCE2)
- Digital curation and engagement
- Data and impact analysis
- Leadership, team building and staff development
- CMS management (WordPress, Contentful) and platform migration
- Accessible and inclusive design
- Stakeholder engagement (internal and external)
- Governance, procurement and budget oversight

EXPERIENCE

HEAD OF ONLINE SHOWCASING, University of the Arts London (2022-present)

Led the digital strategy, product development and stakeholder engagement for UAL's global graduate showcase platform (ualshowcase.arts.ac.uk).

Key achievements:

- Drove platform engagement: 53% increase in returning users, 90% increase in views over 2 years.
- Introduced industry curated collections to increase the discoverability of content.
- Delivered strategic transition from seasonal to always-on content model.

- Led UX research and developed the product roadmap based on user needs.
- Spearheaded discovery project for CMS re-platforming (cost and carbon reduction).
- Secured high-impact partnerships (Google Arts & Culture, Thames & Hudson, Sadler's Wells).
- Oversaw move to Vercel cloud hosting – generating £80k+ annual savings.
- Led the brand awareness campaign (organic and paid) achieving in excess of 3.5 million impressions.
- Established and ran monthly all-hands meetings to update stakeholders.
- Recruited and managed the team, including colleagues across the university who I matrix manage.

ECOMMERCE AND MARKETING MANAGER, University of the Arts London (2018-2022)

Managed three high-traffic websites and oversaw all communications. Launched UAL's central London retail space, including the buying and curation of artworks.

Key achievements:

- Built and launched the ecommerce site (notjustashop.arts.ac.uk).
- Led the project to re-platform creativeopportunities.arts.ac.uk from Craft CMS to Wordpress to enhance security and bring support in-house.
- Launched UAL's central London shop including PR and brand rollout.
- Oversaw the development of several online learning modules.

ENTERPRISE AND EVENTS MANAGER (MATERNITY COVER), University of the Arts London (2017-2018)

SENIOR MARKETING AND COMMUNICATIONS OFFICER, University of the Arts London (2015-2017)

MARKETING & COMMUNICATIONS LEAD, British Council (2015)

Directed global marketing for the British Council's largest cultural project.

Key achievements:

- Managed £500k global campaign budget.
- Coordinated international teams in 100+ countries.
- Developed global toolkits, campaign assets, and microsites.

MARKETING MANAGER, IdeasTap (2012-2016)

Developed campaigns and partnerships to support emerging artists.

Key achievements:

- Increased the membership base from 32k in May 2012 to 220k+ in January 2016.
- Devised and ran the marketing campaign for the Sky Academy Arts Scholarship programme, exceeding all KPIs.
- Built partnerships with cultural organisations including BFI, Barbican, National Theatre and more.

TECHNICAL SKILLS

OFFICE 365 / ADOBE CREATIVE SUITE / GOOGLE ANALYTICS 4 / JIRA / MIRO / WORDPRESS / CONTENTFUL / VWO / CHAT GPT / PADLET

References and full employment history available on request.