

# SOPHIE LAVERACK

## DIGITAL PRODUCT AND CONTENT MANAGER

### ABOUT

A passionate manager keen to use digital technologies to reduce inequalities. Able to communicate complex technical concepts to a broad audience. Lead by user experience and data.

### CONTACT

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### EXPERIENCE

#### **DIGITAL PRODUCT & CONTENT MANAGER, ANNABEL KARMEL NOV 2017- PRESENT**

- Working closely with the CEO and directors as well as internal design, marketing and PR teams across multiple companies within the Annabel Karmel brand.
- Managing remote development teams (mobile applications, website and upcoming subscription model), and external agencies, from interviewing and negotiation of contracts, SOWs, budgets, KPIs and backlogs to launch and testing.
- Researching competitors, analyzing user feedback and analytics and industry trends to inform strategic direction. Creating wireframes, prototypes, roadmaps and user journeys for digital products. Balancing small incremental changes alongside larger improvements, implementing QA processes, targets and additional financial and performance reporting.
- Developing and implementing data protection assessments, procedures and processes in line with the GDPR.
- Improving website architecture to reduce bounce rates from product and video pages, further enhancing structured data to improve search results, defining additional opportunities for website monetisation for the Partnerships Manager, and adding ads to the site. Creating engaging content, and updating existing content in line with SEO strategy.
- Successfully submitted iOS mobile app for promotion on the Today Tab. Improved app rankings to No.1 in the Apple App Store Paid Food and Drink Category in multiple countries, No.11 in of all Paid apps, No.5 Top Selling Apps and No.21 Top Grossing Apps on Play Store and recently launched the app on the Amazon Appstore.

**DIGITAL PRODUCT & CONTENT MANAGER, BEST BEGINNINGS**  
**NOV 2016- NOV 2017**

- Managing the Editorial Board consisting of external representatives from the Department of Health, Royal Colleges, health organisations and charities to ensure all written and video content on the web and mobile apps, created for beneficiaries and healthcare professionals, were accurate and accessible.
- Managing remote web and mobile app development teams, designers copywriters and film production companies across a range of digital and print products with tight budgets.
- Creating, scheduling, activating and analysing content for a variety of platforms, including web, app, social media platforms, and email marketing.
- Using in-app analytics (Tableau) and website analytics to inform UX/UI and content.
- Developing a monthly, in house training programme to share knowledge and skills between departments. Training the wider team to develop written and photography content to promote and report upon their projects.
- Co-producing a series of maternal mental health films which were launched by the Duchess of Cambridge.

**PROJECT COORDINATOR, BEST BEGINNINGS**  
**MAY 2016- NOV 2016**

- Leading a multimedia public health campaign for Medway Council, on behalf of Best Beginnings to "normalise breastfeeding" in the community.
- Through conducting insight groups and forming stakeholder groups, who shaped and promoted the campaign the campaign successfully exceeded targets.
- Managing the campaign launch, website build, UX, copy, social media campaigns and live events.
- The launch video, one of 30 videos, received 88k views in 24 hours and has since surpassed 500k, the campaign was frequently featured on the news, I was invited to speak about the success of the campaign at the London & South East Infant Feeding Network quarterly meeting and the campaign has been featured on BBC Inside Out.
- Following the campaign, the local authority reported breastfeeding initiation rates were the highest on record.

**QUALIFICATIONS**

**BSC (HONS) BIOMEDICAL SCIENCES**  
2.1 MANCHESTER METROPOLITAN  
UNIVERSITY, 2008

**INTRODUCTORY CERTIFICATE IN  
FUNDRAISING**  
IINSTITUTE OF FUNDRAISING 2016

**BSC (HONS) BIOMEDICAL SCIENCES**  
BCS- THE CHARTERED INSTITUTE FOR IT,  
2016

**TEFL/TESOL**  
INTERNATIONAL TEFL/TESOL PRAGUE  
2012

## **HEAD OF OPERATIONS, VENTURE WORKS UK, FEB 2015- FEB 2016**

- Managed operations across a range of e-commerce businesses including a, luxury goods sales, investment opportunities, and specifically a digital health business at this Agile start-up company.
- Ensuring financial targets were met, through the reduction of supplier/production costs and increased sales. Preparing budgets, managing stock and inventory, reviewing and improving business processes and recruiting and managed staff and suppliers negotiating their rates and contracts.
- Leading on B2B and B2C delivery and service and supported sales, developing B2C customer relations policies and managing customer retention through digital marketing and customer service.
- Creating video and written content for the website, and guiding UX through analysis of feedback, analytics and the creation of user journeys.

## **EDUCATION PROJECT LEADER, GVI FIJI, OCT 2013- OCT 2015**

- Managed two projects and developed a third, providing support to teachers and students in under resourced and understaffed schools in remote areas through volunteer training and management, teacher training, resource creation and infrastructure improvement.
- Developed relationships with key stakeholders including School Committees, Mothers Groups, Village Chiefs and Elders, Headmasters and Teachers to develop additional effective and relevant projects which included securing a classroom for the local kindergarten, building a play park, building and maintaining WASH facilities such as compost toilets and hand-washing stations, securing a supply of soap, toothbrushes and toothpaste, and renovating a library.
- Training and managing teams of volunteers, interns and staff to support the teachers in the classrooms and to provide one-to-one workshops in literacy and numeracy for children who required additional support. In addition, developing cultural and language training for my team as well as the Community and Marine Conservation projects.
- Ensuring the sustainability of the projects through teacher training workshops which included computer literacy and first aid. Organising multiple community and school events which incorporated the work of the Marine Conservation Project to raise awareness of environmental issues such as sustainable fishing practices and waste management.

## **COURSES**

### **SOCIAL MEDIA MARKETING**

LONDON COLLEGE OF COMMUNICATIONS

### **DIGITAL CHAMPIONS**

MEDIA STORIES

### **EDUCATING GIRLS**

TEACHERS WITHOUT BORDERS

## **PUBLICATIONS**

VERRAN J, LAVERACK S, ALI M, TAYLOR RL (2008)

### **A STUDY OF THE MICROBIAL CONTAMINATION OF DENTAL PROSTHESES LEAVING THE DENTAL LABORATORY WITHIN A DENTAL HOSPITAL.**

QUINTESSENCE JOURNAL OF DENTAL TECHNOLOGY 6: 274-282