

Sophie Charles-Barber

Creative/Marketing Director | Brand & Communications Consultant

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Award-winning marketing & creative leader driving brand growth, customer engagement, and commercial performance across the Caribbean, EMEA, and LATAM. Brings 15+ years of experience delivering integrated, omnichannel campaigns and customer-centric strategies for telecommunications, FMCG, and leading private sector brands.

Proven strength in brand strategy, customer journey design, and performance optimisation, with a track record of translating business objectives into campaigns that increase engagement, conversion, and retention.

CAREER HIGHLIGHTS:

- **Global Brand Growth** – Directed global marketing for House of Angostura across 170 countries, driving international expansion and consistent brand execution.
- **Record-Breaking Launch** – Led the launch of Angostura Symphony, the fastest-selling product in company history, accelerating premium portfolio growth.
- **Integrated Campaign Leadership** – Directed multidisciplinary campaigns and brand initiatives across FMCG, tourism, financial services, public sector, and sustainability-focused organisations throughout the Caribbean region.
- **Brand Transformation – Caribbean Airlines** – Led the rebrand and rollout for Caribbean Airlines, increasing digital engagement by 30% and strengthening market positioning.
- **Commercial & New Business Growth** – Generated over US\$4.4M in new business revenue within six months as Creative Director while maintaining a 95% new business pitch win rate.
- **Data-Driven Marketing Impact** – Improved ROI by 25% at Angostura through audience segmentation, insights, and cross-channel optimisation.
- **Creative Excellence & Leadership** – Delivered 90+ ADDY Awards, including a Charlie Award, while leading high-performing regional teams.

EDUCATION:

Master of Arts (M.A.) | Narrative Environments: Focus on Retail Brand Strategy

Central Saint Martins, University of the Arts, London, **10/2008 – 07/2010**

Bachelor of Arts (B.A.) | Architecture

The University of Liverpool, **09/2004 – 07/2007**

SKILLS:

Core:

Creative Direction & Brand Strategy • Marketing Strategy & Planning • Omnichannel Campaign Management • Customer Journey & Experience (CX) • Brand Identity & Management • Digital Marketing & Performance • Data & Insights (KPIs, ROI, Optimisation) • Market Research & Competitive Analysis • Customer Engagement & Retention • Content & Campaign Development • Stakeholder & Corporate Communications • Team Leadership & Development • Budget Management & Resource Allocation

Technical:

Google Ads • Meta Suite • LinkedIn
Adobe Creative Suite • SAP
PowerBi • Slack • Accelo • Sprout Social
HootSuite • Microsoft Office Campaign Manager • Hootsuite • Canva • Figma

CERTIFICATIONS AND TRAINING:

Creative Leadership Programme

Berlin School of Creative Leadership, **2017**

Part 1 Architect | Royal Institute of British Architects w/ BRH Architects, **2007-2008**

EXPERIENCE:

VARIOUS CLIENTS | UK | LATAM | CARICOM

INTERNATIONAL MARKETING, CREATIVE & CORPORATE COMMUNICATIONS CONSULTANT

Delivered marketing and brand strategies focused on growth, engagement, and market positioning across sectors including agro-processing, tourism, and FMCG. **Most recent clients:**

- **Trinitario: The Fine Cocoa Company (TTFCC) | Communications Consultant (2024 to Present):** Led brand communications and rebrand for Trinitario, supporting export growth through ESG-led storytelling. Directed UK market engagement, securing partnerships with **Beaverbrooks**, Michelin-level chefs, and **Harrods**.
- **BCRC-Caribbean / UNEP/ GoRTT | Communications Consultant (2024 to 2026):** | Designed and implemented Trinidad and Tobago's national communications strategy for plastic pollution reduction, coordinating cross-sector stakeholder engagement with 25+ organisations. Currently developing behaviour-change and media frameworks that aim to strengthen public awareness and policy alignment.
- **UNDP / EU-GCCA+/ GoRTT | Creative Consultant in collaboration with Red Hat Productions (2025):** Developed and executed a **national renewable energy awareness campaign** aligned with Trinidad & Tobago's NDCs, including media launch strategy, press content, and integrated TV, radio, and digital rollout. Delivered a 45% increase in organic search visibility and strengthened public engagement across key stakeholder groups.

CARIBBEAN IDEAS SYNAPSE | Trinidad & Tobago | Regional Caribbean 05/2024 to Present

CREATIVE CONSULTANT: ACTING CREATIVE DIRECTOR

- Led omnichannel marketing and CX strategy for TSTT, developing customer journeys to drive engagement, retention & trust.
- Developed and delivered marketing campaigns and messaging aligned to customer experience transformation initiatives, translating operational improvements into clear, customer-facing value propositions.
- Directed campaign and content strategy for bmobile & Amplia.
- Oversaw multi-platform campaign creative across digital, social media for Republic Bank.
- **Key Projects & Clients:** Republic Bank, Carib Brewery, TSTT, Massy Stores, Coors Light, bmobile, and Amplia, Huggins Grenada, TTIFC, mPharmacy.

ANGOSTURA HOLDINGS LIMITED | Trinidad & Tobago | Global | 03/2023 – 05/2024

EXECUTIVE MANAGER, MARKETING & PR

- Headed global marketing and corporate communications for Angostura's full portfolio, leading multi-channel campaigns, corporate reporting, and public awareness initiatives, including CSR and sustainability-focused programmes.
- Delivered global marketing strategies and campaigns, improving ROMI by 25%.
- Led the NPD team in creating value-added products, including Limited Edition Rums and Reserve Bitters, targeting niche global markets and strengthening premium positioning.
- Managed a cross-functional team of 30 across brand, innovation, PR, and customer marketing.
- Served as company spokesperson for CSR and ESG initiatives, while supporting executive communications and enhancing regional media visibility.
- Strengthened global distribution and export growth through strategic storytelling, trade activations, and data-driven market insights, resulting in a 25% sales increase in premium segments.
- Used Nielsen insights and segmentation to optimise digital strategy, growing premium market share by 20%.
- Managed imported brands portfolio (Bollinger, Macallan, Malfy, Teremana + 200 SKUs), increasing sales by 20% vs PY.

RED ADVERTISING & STUDIO FIVE LIMITED | Barbados | North America | 01/2022 – 03/2023

CREATIVE DIRECTOR

- Directed social media strategy for Gildan brands American Apparel and Comfort Colors, increasing engagement by 40% across North America and Canada while supporting brand relaunch campaigns.
- Played a key role in the rebrand of GTT (Guyana Telephone & Telegraph), developing brand identity systems, visual guidelines, and campaign rollouts to reposition the brand for a more modern, customer-focused market
- Led regional campaign development for Flow (Cable & Wireless), delivering multi-market marketing campaigns aligned to commercial objectives, customer acquisition, and retention.
- Delivered award-winning digital and social campaigns for Visit Barbados and Virgin Atlantic, supporting destination recovery and increasing brand visibility post-pandemic.
- Improved campaign performance and efficiency by 20% through enhanced digital workflows, performance tracking, and cross-market consistency.
- **Key Projects & Clients:** *Gildan: American Apparel, Comfort Colors, Cable & Wireless - FLOW, Guyana Telephone and Telegraph (GTT), Sagikor, FirstCaribbean International Bank, Digicel MyCash, Virgin Atlantic, IGT Lottery, AbInBev and Mount Gay.*

LONSDALE SAATCHI & SAATCHI ADVERTISING | Trinidad & Tobago | CARICOM | 11/2010 – 12/2021

CREATIVE DIRECTOR/BRAND EXPERIENCE DIRECTOR

- Led brand and marketing strategy across CARICOM, delivering integrated campaigns and public awareness initiatives across FMCG, telecom, and government sectors.
- Built and led a 25-member creative team, increasing output by 50% while maintaining a 95% client retention rate.
- Led Digicel marketing strategy over 7 years, positioning the "Bigger Better Network" and supporting its evolution into a full-service telecom offering.
- Repositioned White Oak Rum to the top-selling product in Angostura's portfolio within 24 months of launch.
- Enhanced Caribbean Airlines' digital engagement by 30% through integrated, social-led campaigns and content strategy.
- Led experiential marketing and retail activations across major brands, that increased engagement by 25%.
- Directed new business development across FMCG and government sectors, increasing client acquisition by 15% through insight-driven marketing strategies.
- **Key Projects & Clients:** *Caribbean Airlines, Angostura, VISA, Scotiabank, P&G, GSK, Liat, Heritage Petroleum, Toyota, Digicel, NGC, NP, PAHO, First Citizens Bank, McDonald's, Guinness, and the Government of Trinidad & Tobago.*