

Sophie Charles-Barber | Executive Manager, Marketing | Creative Director

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Innovative Global Marketing Manager and Creative Leader with over 15 years of experience driving large-scale global marketing programs. Proven track record in creative leadership, strategic direction, and mentorship, successfully transitioning from pioneering creative direction at leading agencies to spearheading agile in-house marketing strategies. Expert in digital marketing, data analytics, and strategic planning, with a history of boosting brand engagement by 40% and achieving a 10x sales increase.

CAREER HIGHLIGHTS:

- Directed global marketing and branding for House of Angostura across 170 countries, resulting in a 30% increase in brand recognition.
- Spearheaded the launch of Angostura Symphony, achieving a complete sell-out in three months and setting a sales record. This also became the fastest NPD project in the group's history, significantly adding value to the Premium Rum Range.
- Generated over US\$4.4M in new business revenue in the first six months as Creative Director.
- Maintained a 95% win rate for new business pitches, improving department productivity by 25%.
- Secured over 70 ADDY awards for creative excellence, including a Charlie Award for 'Most Outstanding Radio Ad'.

SKILLS:

Core: Strategic Brand Management, Global Marketing Strategy, Multi-Channel Strategic Planning, Team Leadership, Market Research & Data Analysis, Brand Equity Building, Brand Storytelling & Narratives, Cross-Functional Team Collaboration, Budget Management, Diversity & Inclusion Advocate, Effective Stakeholder Communication, Negotiation Skills, Growth Strategies, Financial Management

Technical: Adobe Creative Suite, SAP, PowerBi, Slack, Accelo, Sprout Social, HootSuite, Microsoft Office & Figma.

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**

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 | EMEA | LATAM | CARICOM | 01/2010 to Present

INTERNATIONAL MARKETING & BRANDING CONSULTANT

Provided consulting services in marketing, creative direction, and brand strategy, delivering value through tailored solutions for a diverse range of client needs. Currently working with:

- Caribbean Airlines, Marketing Project Manager: Leading cultural and creative initiatives under "Caribbean Culture", enhancing brand identity and engagement.
- United Nations, Creative Consultant: Developing a purpose-driven campaign, aligning with global ESG trends.
- Agostini Group, Creative Director: Directing rebrand and new creative strategy
- PROCOLOMBIA, Marketing Consultant: Strategy to promoting entrepreneurial growth within Colombia.
- Trinitario: The Fine Cocoa Company, International Head of Creative & Brand Strategy: Elevating brand identity
- Previous Key Projects & Clients: *Coca-Cola, Karen Millen, Philips, The City of Pforzheim with Artesia, The British Museum, TTPCA and Nokia.*

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

EXECUTIVE MANAGER, MARKETING & PR

- Head of global marketing for the entire portfolio, including Angostura Bitters, Premium & Standard Rums, and Ready-To-Drink (RTD) products, managing an 8-figure \$US annual Marketing & PR budget.
- Developed and implemented comprehensive marketing strategies and global advertising campaigns, ensuring cost-effective marketing activities with a 25% increase in ROI.
- Managed P&L, implementing cost-saving measures that reduced expenses by 15% vs PY while maintaining high campaign performance and driving financial growth.
- Directed the New Product Development (NPD) team in creating innovative products, including Limited Edition Rums, Reserve Bitters, and the first 0% sugar RTD product featuring Angostura Bitters.

- Managed a diverse team of 30 across various functions: brand management, innovation, customer marketing, public relations, consumer planning, and "culture and entertainment.
- Represented the company publicly across all CSR and ESG initiatives.
- Orchestrated brand activations across EMEA, NA, LATAM, APAC, and CARICOM; oversaw the trade marketing team, maintained relationships with key distribution partners, and applied route to market and customer strategy knowledge, increasing sales in Premium Rums by 25% in key markets.
- Utilised Nielsen research and market segmentation to develop digital strategies, aligning marketing initiatives with strategic objectives. This approach increased market share for premium spirits by 20%.
- Locally managed the imported agency brands portfolio, including Bollinger, Macallan, Malfy, Teremana and over 200 other wines and spirits, achieving an overall 20% increase in sales vs PY.

STUDIO FIVE LIMITED | Barbados | North America | 10/2022 – 03/2023

CREATIVE DIRECTOR - GILDAN: AMERICAN APPAREL & COMFORT COLORS

- Led the creative team at an award-winning, social-first agency, successfully managing the relaunch of American Apparel and Comfort Colors owned by Fortune 500 Company Gildan.
- Directed social media strategies, boosting brand engagement by 40% in North America & Canada, enhancing customer engagement through targeted content and messaging.
- Leveraged social media insights to refine marketing approaches, increasing campaign effectiveness by 35%.

RED ADVERTISING & MARKETING | Barbados | Trinidad & Tobago | 01/2022 – 10/2022

CREATIVE DIRECTOR

- Managed creative teams across Barbados and Trinidad & Tobago, enhancing DTC strategies and increasing online sales by 30% for MyCash & CIBC.
- Secured new business accounts in Fintech and Telecoms within six weeks enhancing the company's financial standing.
- Advised on Digital and Content division strategies, contributing to a 20% improvement in department efficiency, ensuring accuracy in campaign performance metrics, and adding value through innovative approaches.
- Key Projects & Clients: *Cable & Wireless, Sagikor, FirstCaribbean International Bank, Digicel MyCash, Virgin Atlantic, IGT Lottery, AbInBev and Mount Gay.*

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

CREATIVE DIRECTOR | 01/2017 – 12/2021

- Directed comprehensive brand strategy, including insights-led design, identity across brand and corporate levels, consumer packaging, digital branding, and the initiation of new business ventures.
- Led a team of 25, establishing the agency's first comprehensive content creation team, increasing output by 50%.
- Transformed White Oak Rum from the lowest to highest selling rum in the Angostura portfolio, increasing sales from 20,000 to over 200,000 cases in the first 18 months.
- Enhanced online engagement by 30% through innovative digital marketing tactics for Caribbean Airlines.
- Managed high-profile client relationships, increasing repeat business by 20%.
- Key Projects & Clients: *VISA, Suntory, Sunshine Snacks, P&G, GSK, First Citizens Bank, PAHO, Digicel, Gatorade, NGC, NP, Pepsi, Diageo, Frito Lay, Charles Chocolates, Always, Kerrygold, Hilton, FLOW, Covergirl and Toyota.*

ASSOCIATE CREATIVE DIRECTOR - NEW BUSINESS DEVELOPMENT | 04/2015 – 01/2017

- Held a senior creative role, overseeing new business development and leading creative initiatives for FMCG brands.
- Developed custom content, platform integrated experiences, and insight-driven audience engagement strategies, resulting in a 15% increase in client acquisition.
- Led brainstorming sessions and concept development meetings, fostering a collaborative and innovative environment integrating production and conceptualisation.
- Key Projects & Clients: *Nescafe Dolce Gusto, Caribbean Airlines, McDonald's, Scotiabank, Toyota, Covergirl, St. Vincent & The Grenadines, Blue Bunny Ice Cream, Digicel, Unit Trust Corporation and The Government of Trinidad & Tobago.*

BRAND EXPERIENCE DIRECTOR | 11/2010 – 04/2015

- Founded the Brand Experience department, managing the experiential marketing and branding team to create unique spatial activations, achieving regional recognition for immersive retail & Point-Of-Sale (POS), guerrilla marketing, and public events, boosting brand engagement by 25%.
- Key Projects & Clients: *Volvo, Atlantic LNG, Absolut Vodka, Samsung, Land Rover, Guinness, Microsoft, Samsung, Lucozade and Pepsi.*