

Craig Taylor

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STRATEGIC BRAND DEVELOPMENT, CONTENT AND CREATIVE CAMPAIGNS

With over a decade of experience in high-growth startups and scaleups, I build brands from the inside out: leading rebrands, shaping standout campaigns, and setting up agile creative operations that scale across markets. Recently, I've partnered with early-stage companies to lay solid brand foundations and develop AI-driven content systems that power engagement and retention — all to turn big ideas into clear, measurable and impactful user experiences.

PROFESSIONAL EXPERIENCE

Fractional Creative Director | Brand, Content & Comms

December 2024 – Present

- Building brand architecture and positioning on a contract basis for 0→1 startups and early-stage tech.
- Defining product-market fit and shaping brand roadmaps that drive early growth and secure funding.
- Creating scalable creative ops and AI-driven content that align output with commercial goals, working with product teams to build LLM models on brand voice for rapid messaging prototypes.
- Devising brand comms and retention engines that secure loyalty and fuel long-term growth.

Veelzy LTD

6-Month Contract | December 2024 – May 2025

- Built the entire 0→1 communication ecosystem across app, CRM and social, launching the first lifecycle campaigns that instilled customer loyalty and repeat usage from day one.
- Planned and executed Veelzy's London launch party — the city's largest ever party on bikes — driving 10,000+ new users from a single activation and securing organic brand placements across legacy cycling media and national news like BBC and ITV, all on a budget of just £10,000.

guidable UG

December 2024 – Present

- Developed the brand strategy and value propositions to drive growth in Germany for guidable, a platform for curated city audio tours — all to drive initial adoption among targeted cohorts.
- Advised on defining the brand's product-market fit, leading extensive user panels and engagement data analysis to identify where to focus limited resources.
- Built retention KPIs and infrastructure from scratch — designing the tech stack, strategy and execution for push, email, in-app and onboarding — tripling day 7, 14 and 28 retention rates.
- Rolled out AI-powered content processes that 10x'd editorial output and cut manual costs, driving higher tour engagement and more repeat visits.

Outdooractive AG

Global Head of Brand Communications

June 2023 – December 2024

- Repositioned the brand post-pandemic, leading a global rebrand that introduced new positioning frameworks, personality systems and brand guidelines across B2C and B2B — driving stronger resonance in a changed outdoor market.
- Devised and led flagship brand campaigns that reinforced Outdooractive's category leadership:
 - Outdooractive 30 showcased the company's rich history and expertise, building brand competence and trust in core markets.
 - We Know Winter positioned Outdooractive as the definitive winter planning and navigation platform — driving a 34% lift in first-time installs, 14% uplift in retention, 30% YoY growth in Pro/Pro+ subscriptions, and taking winter social engagement to an all-time high (+8%).
- Overhauled all creative and transactional touchpoints, from onboarding flows and in-app UI to sales collateral and event experiences — improving user activation rates by many multiples.
- Developed and rolled out a new tone of voice, CI and image strategy, coaching the entire org through hands-on seminars to embed consistent brand communication.
- Advised the board on international expansion, steering strategy for growth outside DACH into key UK and US markets.
- Led a global team of copywriters, designers, translators and marketing assistants.

komoot GmbH

Head of Copy | Brand, Creative, Product & Localization

January 2019 – June 2023

- Transformed komoot from a Germany-focused app into a global outdoor platform, scaling from 1M to over 36M users across 11 new markets, including Japan, Korea and the US.
- Led multi-million euro internationalization campaigns, crafting content strategies for acquisition, activation and retention — improving cross-market LTV by over 25%.
- Built and mentored a creative team of nearly 30 across 4 continents, introducing quarterly OKRs tied to company goals that drove a 1,900% increase in creative output over five years.
- Owned the copy lifecycle across 5 product squads and 4 agencies, accelerating time-to-market while safeguarding a consistent, compelling brand voice.
- Developed the entire brand infrastructure — tone of voice packs, copy style guides and image guidelines — still core to komoot's global brand today.

Senior Copywriter

February 2017 – January 2019

- Established the first English brand system for Komoot, transcreating all German comms for launch in UK and US markets.
- Defined core brand assets (tone of voice packs, style guidelines), ensuring unified messaging during a period of hypergrowth.

TVSMILES GmbH

Head of Content | UK & DACH

November 2015 – February 2017

- Led an editorial and content team of 8 across two core markets, overseeing campaigns for Sky, Opel and Disney.
- Completely redesigned the content strategy following deep user research and interviews — resulting in a 30% retention uplift, halving acquisition costs and doubling heavy user cohorts.
- Owned the manual of style and tone of voice guidelines across B2B & B2C comms, ensuring consistent high-quality output across campaigns.
- Managed performance reviews, salary progression and bonus allocation — building a motivated, high-retention team.

UK Content Manager

February 2015 – November 2015

- Established TVSMILES' editorial presence in the UK, launching with a comprehensive style guide and transcreating hundreds of campaigns for British audiences.
- Managed the full localisation of the TVSMILES app and website from German to English.

Bonial GmbH

Senior International Content Manager

September 2013 – February 2015

- Managed top US accounts for digital publisher Retale (incl. Kohl's, Walmart, Best Buy), advising on content strategy and improving assets across the app and their own digital channels.

BCC Promotions | Chaat! Magazine

Journalist

March 2011 – September 2012

- Sole journalist for all features and editorials, launched Chaat! Magazine's Facebook strategy growing an engaged community to 4,000+, and drove ad sales by creating and upselling advertorials to brands like Bacardi, Sammic and Chai Tea.

EDUCATION

BA (Hons) History | 2:1
University of South Wales
2007 - 2010

LANGUAGES

English - Native
German - C2 | Full
professional proficiency
Spanish - A2 | Limited
working proficiency

OTHER

Mentor
Social Mobility Foundation
2022 – present
Specialist Contributor
Adventure Magazine
2021 – present