

# Craig Taylor

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## STRATEGIC BRAND DEVELOPMENT, CONTENT AND CREATIVE CAMPAIGNS

As an established creative marketer, brand strategist and communications lead with over a decade of experience in high-growth startups and scaleups, I specialise in driving impactful brand growth and content strategies that help tech, e-commerce and D2C organisations reach new audiences. I manage everything from brand development and creative campaigns to internationalization and content marketing — working to ensure that brand is a palpable part of every touchpoint.

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## PROFESSIONAL EXPERIENCE

### Outdooractive AG

June 2023 - Present

#### Head of Brand Communications

- Led an organisation-wide rebranding project in order to better speak to the changing needs of the global outdoor segment post-pandemic, including the establishment of new personality frameworks, positioning statements and brand characteristics that encompass both B2C and B2B business units.
- Instituting and safeguarding brand-new tone of voice, CI and image guidelines, as well as leading regular company-wide seminars to coach the whole organisation on style.
- Overhauling all creative, marketing and transactional material, including onboarding emails, social media, in-app UIs, sales material, event collateral and more.
- Advising the board on strategies to effectively internationalize the brand for growth outside of Germany, Austria and Switzerland (with a focus on the UK and USA).
- Managing the production of all brand-driven creative campaigns from conceptualization and ideation through to delivery, reporting and budget planning/allocation.
- Leading an inter-disciplinary team of copywriters, designers, translators and marketing assistants to bring creative marketing campaigns to life globally in numerous languages and dozens of markets.

### Komoot GmbH

#### Head of Copy - Brand, Creative, Product & Localization

Jan 2019 - June 2023

- Led multi-million dollar internationalization projects to effectively launch the komoot brand in 11 additional markets, including Japan, Korea, the USA and numerous European markets.
- Developed and executed multi-channel copy strategies for the purposes of new user acquisition, activation and retention.
- Owned the copy delivery cycle across 5 product squads, 4 external agencies, marketing and PR.
- Grew creative team to a multi-skilled and internationally-dispersed squad of nearly 30 team members.
- Defined top-level yearly goals and instituted and managed quarterly copy OKRs together with company co-founders and senior leadership team.
- Line manager and mentor to 4 in-house copy team members and 24 freelancers, which included conducting annual salary and performance reviews and regular feedback sessions.

#### Senior Copywriter

Feb 2017 - Jan 2019

- Established a new direction for the komoot B2C brand at a crucial point during the company's growth, helping to turn it from a Germany-only community of 1 million users to a global community of over 36 million worldwide.
- Transcreated the entire komoot eco-system from German to English to prepare for launch in English-speaking markets.
- Defined all of komoot's brand infrastructure, including tone of voice packs and copy style guides and image guidelines.
- Safeguarded komoot's branding in all of the company's communications, working to ensure that messaging was tight, consistent and in line with both in-house manual of style and business goals.

## Freelance Journalist and Copywriter

Jan 2019 - Present

### Various

- Contributing freelance journalist covering topics and developments across the global outdoor industry, including gear reviews, editorial pieces and interviews for [Advnture.com](#) and [The Great British Adventure Club](#).
- Working with the founder of the [National Parks of Europe](#) to define the initiative's brand, tone of voice, sales packs and promo material as part of a successful investment pitch with the European Union. On-going work involves working closely with national parks all over the continent on advertising material, profiles and stories that celebrate Europe's wild places.

## TVSMILES GmbH

### Head of Content - UK and DACH

Nov 2015 - Feb 2017

- Department head leading a team of 8 internal copywriters and content managers.
- Managed the production of all editorial and marketing material for TVSMILES' primary markets: the UK and Germany. These included campaigns for the likes of Sky, Opel and Disney.
- Developed and owned TVSMILES' internal manual of style and tone of voice guidelines for B2B and B2C sales and marketing campaigns.
- Overhauled TVSMILES' entire editorial strategy based on extensive user research and face-to-face interviews. The implemented strategy resulted in a 30% increase in the app's retention rate, thereby decreasing user acquisition costs and doubling our heavy-user demographic.
- Mentored and coached all members of my team, which included bi-annual feedback cycles, salary reviews and bonus budgeting.

### UK Content Manager

Feb 2015 - Nov 2015

- Hired to pioneer editorial and content initiatives in the UK in order to bolster a summer 2015 launch in the GB market.
- Developed a comprehensive manual of style for all of TVSMILES' English content and campaign material.
- Transcreated hundreds of pre-existing ad campaigns into GB-suitable language and style.
- Translated the TVSMILES app and website from German into GB-English.

## Bonial GmbH

Sep 2013 - Feb 2015

### Senior International Content Manager

- Key account manager for many of US digital brochure-publisher Retale's most important accounts, including Kohl's, Walmart and Best Buy.
- Advised partners on their digital content strategies and implemented improvements across all assets, published in both the Retale app and across each partner's own digital portfolio.

## BCC Promotions | Chaat! Magazine

Mar 2011 - Sep 2012

### Journalist

- Sole in-house journalist responsible for writing all magazine features, editorials and articles in the monthly magazine.
- Launched Chaat! Magazine's social media profile on Facebook in autumn 2011. Defined strategy to grow this presence, which resulted in a 4,000-strong community of engaged readers by September 2012.
- Wrote all advertorials and up-sold ad space within the magazine, successfully establishing long-term advertising contracts with the likes of Bacardi, Sannic and Chai Tea.

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### 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