



Bella Lane

Creative Director / Brand Asset Manager / Product Marketing Manager

FROM: London, England

LIVES IN: Atlanta, Georgia

Bella Lane is a “bold”, “out of the box” creative director, brand manager, and product marketing manager with over 20 years of experience successfully leading multi-disciplinary teams, developing innovative marketing strategies and producing compelling brand narratives. With a keen eye for design and a passion for storytelling, Bella has played a pivotal role in shaping the identity of several high profile brands, placing a strong emphasis on creating and curating assets that not only reflect the brand’s ethos but also resonates with target audiences, driving both awareness and loyalty.

Over her career as a Creative Director, Bella has worked on many campaigns and recently had the opportunity to brand, market and creatively direct an annual event: 1010: United We Win (Atlanta); create a 10th Anniversary logo, video and digital campaign for nCompass Solutions; and assist with Showcase Atlanta as the City of Atlanta prepares to activate a city marketing plan, leveraging upcoming events.

Bella excels in merging artistic vision with strategic thinking, ensuring that brands maintain consistency and integrity. As a Brand Manager, her knowledge of asset management, asset tagging, permissions and workflow management, ensures consistency and cohesiveness impacts all channels. Her experience is valuable to any organization looking to create a streamlined digital asset management solution.

As a Product Marketing Manager, Bella brings a results-driven approach to product launches and market penetration strategies by collaborates closely with cross-functional teams, conducting both market research and competitive analysis to provide best product positioning and messaging. Her ability to translate complex product features into clear benefits to the customer (audience) has resulted in successful campaigns that have significantly boosted sales and brand affinity.

Bella is dedicated to fostering creativity and innovation within teams. With a strong foundation in digital marketing, content creation, campaign activation and project management, she is always on the lookout for new opportunities to push boundaries and achieve remarkable results.

EDUCATION:

AGILE SOFTWARE DEVELOPMENT CERTIFICATION

UNIVERSITY OF MINNESOTA

MAY 2018

Designed for individuals who are new to agile software development methods or have been developing software using agile and lean methods but wants to gain deeper understanding of these methods and/or getting academic context on these methods.

LEAN SOFTWARE DEVELOPMENT CERTIFICATION

UNIVERSITY OF MINNESOTA

MARCH 2018

How to apply lean techniques and methods to software development, apply methods to learn about users and market needs much faster and cheaper.

SOFTWARE DEVELOPMENT PROCESSES & METHODOLOGY CERTIFICATION

UNIVERSITY OF MINNESOTA

JANUARY 2018

Designed for individuals who are new to the software engineering world or have been developing software but wants to gain academic context on why we develop the way we develop software.

BACHELORS OF ART DEGREE

KINGSTON UNIVERSITY - ART HISTORY

JUNE 1994

The study of visual art in relation to the historical and cultural contexts in which it was created. Was also taught interdisciplinary methods of analysis and developed research, writing, formal analysis, and critical thinking skills.

BTEC NATIONAL DIPLOMA

SELTEC COLLEGE - ART & DESIGN

JUNE 1990

Introduction to the main areas of 2D and 3D Art and Design, providing practical experience as well as focusing on specific subject areas in greater depth. The different disciplines included Graphic Design, Photography, Fine Art, Interactive Media, Fashion, Textiles and 3D Design.

WORK EXPERIENCE:

BRAND MANAGER - SOCIAL AMERICA (Project-Based)

SEPTEMBER 2023 - DATE

Responsible for brand creation, strategy and marketing for agency clients focused on helping businesses increase event attendees, product sales, awareness and customer loyalty by understanding buying behaviors, multi-channel marketing and geo-targeted campaigns.

Key Responsibilities:

- **Client Brand Strategy Development:** Design and implement comprehensive brand strategies for diverse clients, including market research, competitive analysis, and target audience identification.
- **Client Marketing Campaign Management:** Create and execute integrated marketing campaigns that drive brand awareness and engagement across various channels, including websites, social media, email, and digital advertising.
- **Client Relations:** Build and maintain strong relationships with clients, ensuring clear communication, understanding their needs, and delivering exceptional service.
- **Campaign Content Creation:** Lead the development of compelling content for various platforms, including website copy, social media posts, and marketing materials, to enhance brand messaging.
- **Campaign Performance Analysis:** Monitor and analyze campaign performance through KPI's and metrics, providing clients with actionable insights and recommendations for improvement.
- **Team Leadership:** Recruit, train, and manage a team of marketing professionals, fostering a collaborative and innovative work environment.
- **Project Management:** oversee budgeting and financial planning for clients' projects, ensuring profitability while delivering high-quality services to clients.

BRAND ASSET MANAGER - LUNA INNOVATIONS

OCT 2021 - AUG 2023

Manage, enrich and quality assure assets across brands, develop and host user training sessions, share industry best practices, and add value at every level of client engagement. Assist with Digital Rights Management (DRM), manage user queries, create reports, and develop engaging relationships with key account individuals to promote system adoption across markets.

Key Responsibilities:

- Execution of strategies and best practices 'ICP' recommends to clients
- Lead & conduct metadata review, cleansing, enrichment, and validation
- Identify and resolve errors in metadata
- Lead team meetings, identifying and addressing possible queries raised or escalating when appropriate
- Lead and ensure execution of established account process across team
- Foster a culture of expertise and operational excellence
- Main point of contact for support and engagement clients and stakeholders
- Work closely with stakeholders to maximize new platform adoption
- Host single or group training sessions with stakeholders and users, as requested by client
- Work with clients to gather questions/insights and define resulting actions
- Generate and provide reports to program team and stakeholders
- Gap analysis support for clients

PRODUCT MARKETING MANAGER - SPRINGBOT

MARCH 2017 - SEPT 2021

Responsible for strategic marketing and developing positioning, messaging, and competitive differentiation. Working with sales and marketing teams, creating a streamlined, cohesive workflow using Salesforce and Pardot, increasing efficiency between departments, generating more leads and closing opportunities.

Key Responsibilities:

- **Team Management** - Led a multidisciplinary team of designers, copywriters, and strategists to develop innovative marketing campaigns that increased brand awareness by 67%.
- **Account Management** - Collaborated with client to identify their vision and goals, translating them into compelling visual narratives and brand stories.
- **Campaign Strategy** - Developed and executed creative strategies across various platforms, including web, email, digital, print, and social media.
- **Project Management** - Oversaw the creative process from concept to execution, ensuring all projects align with brand guidelines and quality standards, each campaign is scheduled, tracked and reported to provide data-driven results.