

SOPHIE BROWN

Brand & Marketing Leader

CONTACT

Phone: +44 7851 557 989

E-Mail: sophie.u.brown@gmail.com

LinkedIn: linkedin.com/in/sophie-u-brown

EDUCATION

MiniMBA in Marketing
Due to complete July 2026

University of Exeter

BA Hons French & German (2:1)
2005 - 2009

Erasmus year abroad at the
University of Vienna
2007 - 2008

SKILLS

- Brand Strategy & Positioning
- Marketing Strategy
- Digital & CRM
- PR & Partnerships
- Go-to-Market Strategy
- Budget & P&L Management
- Leadership & Team Development

LANGUAGES

- English (native)
- French (degree level)
- German (degree level)

ABOUT ME

Brand and Marketing leader with 15 years' experience spanning hospitality, tech, and luxury sectors, across both B2C, B2B and Marketplace. I enjoy combining creative brand strategy with data-driven growth marketing to deliver measurable commercial impact. Proven ability to build and lead high-performing teams, and drive acquisition, retention, and advocacy across digital and offline channels. Passionate about elevating brands that blend service, storytelling, and technology.

EXPERIENCE

Director of Brand & Marketing

Apr 2024 – Nov 2025

onfinestay, luxury private rentals brand owned by Accor Hotels

Reported to CCO, leading an international team of five plus multiple agencies across brand, content, PR, social, CRM, and homeowner marketing. Responsible for awareness, engagement and lead generation for guest and homeowner audiences, both in Europe and the US.

- Accountable for brand channel contribution to revenue, CAC efficiency and repeat rate for guest audience, as well as acquisition targets for homeowner audience.
- Delivered a turnaround in both traffic and revenue, achieving large YoY uplifts across all brand channels (ie +28% YoY revenue uplift in Q3 2025, with October +55% YoY).
- Relunched homeowner marketing across four markets after 12-month hiatus, with a key focus on content creation, paid Meta, expanding homeowner benefits, and rebuilding foundational USPs.
- Led go-to-market strategy for a new Paris mid-term rental collection, with multi-channel promotion including BBC news interview for CEO, achieving our occupancy rate targets in first 4 months.
- Close collaboration with search/ performance marketing team to ensure on-brand creative for Meta ads, and SEO-optimised content plus digital PR initiatives to drive organic plus LLM traffic.
- Defined brand tone of voice and guidelines, introducing personality while maintaining premium positioning and differentiating from competitors.
- Built, hired and developed a multidisciplinary team across brand, content, CRM and social, embedding clear ownership and performance standards.
- Managed full marketing budget and regularly presented performance, insights and recommendations to executive leadership.

Various Marketing positions

Aug 2017 – Apr 2024

onfinestay

Starting as Email Marketing Manager, I progressed through three promotions up to Head of Brand Guest Experience & Loyalty; key achievements include:

- Project management of multiple email platform migrations.
- Delivered sustained growth in CRM revenue and customer engagement through AB testing, data-driven content strategy, and segmentation, consistently meeting CAC targets MoM.
- Project managed the adoption, integration and delivery of sign-ups for Accor's ALL loyalty programme, and ran the marketing launch of a 'Status Guarantee' initiative as a new benefit for onfinestay's top-spending guests.
- Extended brand strategy into the end-to-end customer experience, partnering with Ops, Sales and Concierge to deliver personalised in-stay moments - including RFM segmentation model, personalised welcome notes, and VIP programme, growing repeat bookings +7%.

Marketing Manager, Art & Antiques UK

May 2016 – Jul 2017

Auction Technology Group, providing technology for auction houses and online bidding for consumers

Led multi-channel marketing for thesaleroom.com and related auction brands.

- Oversaw content, partnerships, and CRM activity generating £700k+ annual revenue.
- Produced 30-page consumer magazine.
- Managed cross-functional campaigns and agency partnerships to drive traffic and engagement.

CRM Manager

Mar 2015 – May 2016

Auction Technology Group

- Delivered email platform migration to Salesforce Marketing Cloud across four business units.
- Launched personalised automated programmes driving +200% uplift in monthly email revenue.
- Streamlined production processes, cutting resource requirements by two-thirds.

Marketing Communications Manager (final role)

Sept 2010 – Mar 2015

Bookatable (The Fork), providing reservations technology for restaurants and driving diners to book online

- Progressed through three promotions from CRM & Social Media Executive to Senior Marketing Executive, finally leading to pan-European responsibility for B2B and B2C communications.
- Led campaigns reaching 11,000+ restaurants and millions of diners, including project management of London Restaurant Festival as the official booking partner growing bookings 12% YoY.
- Supported international expansion through brand communications and CRM initiatives.