

# Thomas Halls

## Senior Digital Strategist

+44 7491 983384

tghalls@gmail.com

uk.linkedin.com/in/tomhalls

*With 10 years experience as a digital native, working with some of the biggest brands in the world, I have built up a wealth of experience in digital; from strategic positioning and transformation to delivering empowering technology solutions and award winning innovations.*

SEPTEMBER 2016 to FEBRUARY 2017

### CHIEF DIGITAL OFFICER (6MTH CONTRACT) NRG ESPORTS

*Established in 2015, NRG esports is the by product of traditional sports expertise and big name backing, including NBA superstar Shaquille O'Neal and baseball legend Alex Rodriguez.*

*Contracted to build out NRG's digital team and content strategy, I was responsible for a 70% growth in NRG's social fanbase, as well as increasing engagement and reach 3x. Built out a full content production team from social through to broadcast quality video production and drove an 800% uplift in minutes watched, as well as a 350% increase in AdSense revenue.*

OCTOBER 2015 to NOVEMBER 2016

### GLOBAL HEAD OF DIGITAL FIA FORMULA E

*As the world's first all-electric racing series, the FIA Formula E Championship is at the forefront of digital development and engagement. I oversee and own all digital product development and marketing across the series, from website and apps to gaming and the world-first FanBoost fan activation - the only sports marketing activation that has a direct outcome on the result of the sport.*

*Responsible for all day to day relationships with key agencies and integrating digital thinking at all levels of the organisation; from at-race activations and social media initiatives to internal consultancy and end to end technical architectures for fan engagement activations.*

*In my time at Formula E, I developed and launched the Pro Series eSports Championship, generating more than 750k viewers in it's first season, successfully relaunched the Championship's apps and websites, drove a 400% increase in fan engagement across social channels and secured multi-million dollar investments in digital and gaming projects. For this work, Formula E was awarded the Most Innovative Sport award at the BT Sports Industry Awards*

OCTOBER 2014 to OCTOBER 2015

### HEAD OF DIGITAL THE LAWN TENNIS ASSOCIATION

*Responsible for a team of 15, and a member of the LTA's leadership team and project review groups, I worked cross-functionally with other departmental Heads to ensure the digital vision for the organisation was reflected in all activities; from participation and tennis programmes to major events and commercial/brand activations.*

*As part of my role, I scoped, implemented and managed a number of transformative products for the organization; from marketing automation tools to enterprise CMS builds and user-activated mobile apps designed to track and analyse tennis participation.*

*I built the digital team from the ground up, and moved the focus from service delivery to product ownership and development; embedding digital thinking across the organisation through a top-down educational approach focused around a structured 3 year digital strategy that allows us to innovate when appropriate whilst consistently evolving our product development roadmap.*

JANUARY 2014 to OCTOBER 2014

### DIGITAL MANAGER

THE LAWN TENNIS ASSOCIATION

Accountable for all digital marketing strategy and execution across the LTA's channels; including web, social, video and events (Aegon Classic, Aegon Championships, Aegon Open, Davis Cup and Fed Cup).

Responsible for a 20% increase in web traffic, 30% increase in social fan base, and an average of £13 revenue for every pound spent across digital campaigns. Delivered a full program of digital transformation that saw the team move from a delivery service to the organisation to a product-driven group.

JANUARY 2013 to JANUARY 2014

### GLOBAL DIGITAL CONTENT MANAGER

HEAD

Accountable for the content strategy across HEAD's 13 customer-facing sites worldwide, alongside developing and implementing a new site framework and content plan. Ongoing project management of the custom-built content management system, working with a number of European agencies in an agile funnel to develop functionality.

OCTOBER 2011 to JANUARY 2013

### PACKAGING PROJECT MANAGER

COCA-COLA

As a member of the Senior Project Management team, responsible for the project management, development and implementation of a new packaging approval system across the NWN and Nordic regions to reduce packaging lead times by 30% and triple first time packaging approvals.

JANUARY 2011 to SEPTEMBER 2011

### CREATIVE PROJECT MANAGER

Electronic Arts

Responsible for the end-to-end project management of key packaging projects across a variety of franchises, from FIFA and Madden to the Sims and Battlefield. Coordination of 3rd party agencies throughout the process; from artwork development and signoff to external stakeholder approvals and logistics chain distribution

AUGUST 2009 to JANUARY 2011

### CREATIVE ASSET COORDINATOR

Electronic Arts

Ownership and day to day management of EA's digital asset management tool; responsible for collating all digital assets and coordinating development of the tool through sprint review and planning

AUGUST 2007 to AUGUST 2009

### MARKETING ASSISTANT

Upper Deck

#### TECHNICAL EXPERTISE

Adobe Suite; Illustrator, InDesign, Photoshop, Premiere  
CMS; epiServer, Wordpress, Umbraco  
CRM Databases; Siebel, Salesforce  
CSS, HTML

#### EDUCATION

2004-2007, Brighton University, Sussex  
Retail Marketing BA (Hons)

2001-2003, Queen Mary's College, Hampshire  
Law, Politics & Psychology

REFERENCES AVAILABLE UPON REQUEST