

# KRISZTINA USTINOV

Head of Brand & Digital Experience

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 **Cover Excellence Award Winner — Outstanding Health Plan 2024 · Six-time finalist, 2025**

## PROFESSIONAL PROFILE

Brand strategist and marketing leader with over two decades of experience across government, public sector, regulated financial services, and creative industries. **Cover Excellence Award winner.** I don't just think about brands; I build them. Strategy, identity, website, photography, video, UX, and launch; all able to deliver personally, without agencies, or working with agencies to a standard that wins national awards and transforms businesses.

I have built brand families from scratch, contributed to the rebrand of century-old institutions, transformed public sector services, and helped build one of Europe's first digital civic platforms, before social media existed in Europe. I work best when the mission is bigger than the brief.

## CORE SKILLS & EXPERTISE

### STRATEGY & BRAND

- Brand strategy & positioning
- Full rebrand & identity
- Market category creation
- Fractional Marketing Director
- Stakeholder management
- Sales enablement

### CREATIVE & DIGITAL

- Professional photography & video
- Adobe CC (advanced)
- Website design & build
- WordPress, Wix, HubSpot
- UX design (Figma, Miro)
- SEO, PPC & analytics

### CAMPAIGNS & LEADERSHIP

- Integrated multi-channel campaigns
- Content strategy & creation
- Lead generation
- Social media management
- CRM — Salesforce, HubSpot
- Performance reporting & KPIs

## PROFESSIONAL EXPERIENCE

### Head of Marketing and Brand Experience · Jun 2023 — Present

#### Lime Global Ltd · London

*Financial Services & Health Insurance (Regulated)*

Sole marketer with end-to-end responsibility for building a brand family from scratch and creating a new market category (Whole of Workforce Health) in a regulated B2B environment.

- Built and launched Lime Health, WoW Elite, and Lime Edge: a complete brand ecosystem with strategy, identity, website, HubSpot landing pages, and all collateral produced in-house
- Supported broker relationships generating over £7m in qualified pipeline within 12 months through targeted campaigns and sales enablement
- Won Cover Excellence Award; Outstanding Health Plan; six-time finalist 2025
- Led large-scale national workforce health research (1,500 participants), translating findings into PR campaigns and industry positioning
- Produced all brand media personally: video, animations, brochures, sales decks, significantly reducing agency spend and turnaround time
- Managed complex stakeholder communications with brokers, intermediaries, investors, and shareholders
- Planned and managed paid social and PPC campaigns across LinkedIn and digital channels, driving lead generation and brand awareness in regulated B2B markets
- Managed social media strategy, content calendar, and community engagement across all brand channels, growing LinkedIn presence and broker engagement

### Marketing & Brand Manager · Feb 2023 — Jun 2023

#### Timberlake Consultants · London

*Global Data Science & Software Consultancy*

Brought in to reposition a 40-year-old global consultancy operating in 15 countries — sharpening the brand and modernising commercial effectiveness across academic and corporate audiences.

- Repositioned the brand and defined new global brand guidelines for academic and corporate markets
- Managed Salesforce Account Engagement, improving campaign performance and student recruitment KPIs

- Organised international academic conferences and strengthened university partnerships globally
- Relaunched social channels with new content strategy; improved CPC metrics through sharper targeting
- Line managed 2 direct reports, overseeing content production, campaign execution, and professional development

## Marketing & Brand Manager · Oct 2018 — Feb 2023

### Surrey County Council — Twelve15 · Surrey

Public Sector · Food & Education Services

Built a brand from blank canvas — renaming, rebranding, and transforming a school meals service feeding 40,000 children daily across 300 sites. Every element created personally.

- Led a full Brand Sprint with senior leadership to define purpose, vision, and values before any design work began
- Created the name Twelve15, full visual identity, and brand personality — rolled out across 300 sites
- Inspired 400+ managers at the brand launch through a complete internal and external rollout
- Produced all photography, video (launch film, Christmas promo, Harvest Festival), and the Twelve15 brand song personally
- Managed cross-functional teams; collaborated with operations, nutrition, and education to align marketing to purpose
- Built and managed the marketing function with 3 direct reports, overseeing brand, content, and campaign delivery across a complex multi-site operation

## Marketing & Digital Media Producer · Oct 2013 — May 2018

### The Chartered Institute of Marketing · Maidenhead

Professional Body & Marketing Institution

Worked at the heart of the UK's most respected marketing institution — contributing to their year-long rebrand and delivering global campaigns representing the profession worldwide.

- Contributed to CIM's full rebrand — supporting leadership, executing the transition, rolling out the new identity across all channels, collateral, and headquarters
- Delivered global campaigns for CIM Academy qualifications and training programmes
- Collaborated with CIM's Executive Leadership and Digital Foundation Board on marketing strategy
- Produced professional photography, video, and animations for marketing implementation

## EARLIER CAREER

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### Marketing Manager · OnTime Cars · Maidenhead · Sep 2010 — Oct 2013

Led a complete rebrand single-handedly over three years. Brand awareness 12%→84%, turnover tripled, fleet grew from 10 to 35 vehicles, second office opened. No agency — full ownership.

### Chief Digital Communications Officer · Hungarian Socialist Party (in Government) · Jun 2005 — Sep 2010

Built one of Europe's first political digital civic platforms and the first social platform globally to livestream political events. Led national digital campaigns and crisis communications at the highest level of government.

Led and managed an editorial team of 4 and an IT team of 3, coordinating content production, platform development, and digital communications at national scale

### National Elections Coordinator · Werber Public Affairs · Budapest · Sep 2002 — Jun 2005

Coordinated national election campaigns for a leading political consultancy. Managed stakeholder communications with the Prime Minister, Minister of Foreign Affairs, and mayors across 7 county capitals.

## EDUCATION, PROFESSIONAL QUALIFICATIONS & STUDIES

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### Professional Diploma in Marketing · Chartered Institute of Marketing · 2016

### Digital Marketing Diploma · Chartered Institute of Marketing · 2016

### Political Science · Eötvös Loránd University, Budapest · 2006

## INTERESTS

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Songwriter & composer (particlessmusic.uk) · Photography & videography · Astronomy & geology · Crafts & visual arts · Volunteer teacher, Hungarian Nursery & School

References available on request — including the former Prime Minister of Hungary, Director of Strategy at the Chartered Institute of Marketing, and senior leaders at Lime Global and Surrey County Council.