

SIMONE FONSECA

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EDITORIAL | MARKETING | CREATIVE | DIGITAL

I uncover the stories others can't see.

Twenty-five years in content has taught me one thing: editorial earns trust, marketing builds influence.

Working with business leaders and subject matter experts, I capture the ideas worth sharing, translating complex thinking into human-centred, commercially relevant narratives that build reputation, differentiation and demand.

I combine editorial judgement, commercial marketing, creative direction and digital expertise to create integrated content experiences—from first impression to business impact.

EXPERTISE

EDITORIAL

Content Strategy • Editorial Planning • Executive Communications • Brand Messaging & Tone of Voice

CREATIVE

Creative Direction • Multimedia Storytelling • Video Production • UX

MARKETING

Content Marketing • Campaign Planning • Demand Generation • ABM

DIGITAL

AI Enablement • SEO / GEO • Marketing Automation • Analytics

PROFESSIONAL EXPERIENCE

Global Content Lead | Genioo | 2022–Present

Established Genioo's editorial strategy and market positioning, defining the brand narrative and practice-led content programme while modernising content operations through AI-enabled workflows to accelerate delivery and maximise resource efficiency.

- Built Genioo's thought leadership presence through an insight-led content programme, increasing LinkedIn engagement **10x** and followers **25%** year on year
 - Produced peer-led executive video content that helped secure more than **\$10m** in new business
 - Repositioned customer stories around measurable business outcomes and competitive differentiation
 - Integrated AI-enabled workflows using ChatGPT, Claude and Microsoft Copilot to accelerate production while maintaining editorial judgement and brand voice.
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AVP, Global Editorial & Content Lead | Genpact | 2020–2022

Led global thought leadership and editorial strategy across Life Sciences, Healthcare and Financial Services, partnering with senior leaders to develop insight-led content that strengthened industry authority, elevated executive profiles and supported business development.

- Commissioned and shaped original research on Social Determinants of Health, interrogating the data to develop a commercially focused white paper for healthcare payers.
- Interviewed Astellas' CIO to develop a peer-led executive video series exploring the future of Life Sciences transformation.

- Partnered with an SME to deliver first-to-market insight on thriving through inflation, generating **10,000+** page views and securing three financial media interviews and a conference speaking engagement.
 - Organised Genpact's global Chief Wine Officer networking event, bringing CFOs together for peer-to-peer discussion while uncovering insight that informed future content.
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Marketing & Communications Manager | The Hackett Group | 2016–2020

Mapped the Hackett Institute B2B and B2B2C customer journey, designing communications and learning experiences that guided employers and learners from first engagement through to licence sales, adoption and certification.

- Partnered with SMEs to develop a talent management white paper and integrated email campaign, generating **400** MQLs from a database of 12,000.
 - Led content strategy, UX and launch of a Global Business Services digital learning platform, engaging **250+** employers and delivering more than **2,000** learner licences within four months.
 - Developed integrated B2B and B2B2C communications to drive licence sales, enrolment, engagement and course completion, designing a bespoke CRM workflow to segment audiences and deliver targeted communications.
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Employer Marketing Executive | CIMA | 2015–2016

Developed integrated B2B2C marketing and communications to engage employers, universities and students, combining partnerships, content and campaigns to drive learner acquisition and employer advocacy.

- Partnered with Misys and RBS to develop employer webinar campaigns, generating **179** MQLs through targeted LinkedIn InMail.
 - Launched the Undergrad Club content programme, engaging **30+** employers, **40** universities and **600** students within six months.
 - Interviewed the Finance Director at Selfridges alongside a BT Finance & Accounting apprentice for a feature delivering **1,700** page views—CIMA's highest-performing content in **15 months**.
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EARLIER CAREER

Built a broad commercial foundation in audience insight, partnerships, leadership and customer engagement before specialising in editorial, marketing and content strategy.

The Telegraph – Promotions & Partnerships Manager — Delivered circulation growth through strategic partnerships and integrated ATL/BTL campaigns.

Virgin Active – Personal Training Manager — Led a team of **12** Personal Trainers, recognised as one of the company's highest-performing managers.

Les Mills UK – Training Manager — Led **six** Customer Experience Executives and **50** freelance instructors, delivering **250+** nationwide training events annually.

EDUCATION & PROFESSIONAL DEVELOPMENT

BA (Hons) Engineering & Business Management (2:ii) University of Greenwich | 1994–1997

Advanced Adobe After Effects & Premiere Pro | In Progress – Expected Dec 2026

Advanced Adobe InDesign, Illustrator & Photoshop | 2013

Tools: ChatGPT • Claude • Microsoft Copilot • Adobe Creative Cloud • Premiere Pro • After Effects • Topaz • Veed • Salesforce • Pardot