

## GREG FEARON

Digital leader for the arts, education, science and heritage sectors

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### PERSONAL STATEMENT

A highly motivated audience-focused marketing and digital strategist with almost 20 years' experience in the arts and heritage sector. I have led the planning and delivery of campaigns to engage audiences with iconic venues and academic institutions around the world. These include London's Barbican Centre, Sydney Opera House, Museums of the University of St Andrews, the Oliver Sacks Foundation, Tower Bridge Exhibition and the award-winning science documentary *Oliver Sacks: His Own Life*.

### EMPLOYMENT

**Fearon Marketing | Consultant** [linkedin.com/in/gregjfearon](https://www.linkedin.com/in/gregjfearon)

Worldwide | 2015 to present

**Digital Strategy Consultant | Oliver Sacks Foundation**

USA/worldwide | since 2018

#### Key Achievements:

- Delivery of digital content to promote sixteen books by the best-selling author and neurologist.
- Design and content curation of the foundation's new website: [oliversacks.com](http://oliversacks.com).
- Regular sharing of materials from Dr. Sacks's extensive archive of photos, letters, journals and audio recordings has led to over 250,000 people engaging with the content each year.
- Delivery of a social media advertising campaign to promote the *Oliver Sacks* documentary, reaching 3 million users on social media.
- Promotion of a new edition of *The Man Who Mistook His Wife for a Hat*; an original podcast series from Audible; and a digital archiving project with New York Public Library.

**Digital Consultant | Bath Royal Literary and Scientific Institution**

Bath, United Kingdom | 2021-2022

#### Key Achievements:

- Delivery of digital transformation project for [200-year-old institution](#) which hosts nightly lectures and stages exhibitions from its collection of 160,000 important historical and archaeological artefacts.
- Delivery of a comprehensive new Membership Scheme and online ticketing system.
- Recruitment and training of a team of young volunteers to help the organisation modernise.
- Promotion of live-streamed talks by the UK's Astronomer Royal Lord Martin Rees; author Brad Evans; philosopher Raymond Tallis; and NASA scientist/astrophysicist, Dan Batchelder.
- Implementation of a new style guide for the Bath Royal's promotional activity.
- Transformation of the way the Institution communicates on Twitter, Facebook and other platforms.
- Coordination of partnerships to attract an international audience.

**Digital Content Freelancer | Museums of the University of St Andrews**

St Andrews, Scotland | 2019-2021

#### Key Achievements:

- Delivery of a digital engagement strategy for St Andrew University's [Wardlaw Museum](#).
- Implementation of a comprehensive social media and promotional plan to engage audiences with the museums' temporary exhibitions and collection of 115,000 artefacts and specimens.
- Delivery of training to upskill the museum team and student volunteers in digital marketing. These online workshops and written guidelines cover social media strategy and implementation, campaign scheduling and paid advertising. Additional topics include email marketing, blogs, Wordpress site management and SEO, Google Analytics, copywriting, content creation and video marketing.

**Consultant: International Marketing and PR | Super Bock Super Rock**  
[Lisbon, Portugal | 2019-2020](#)

**Key Achievements:**

- Delivered the international marketing and PR strategy for the 35,000 capacity festival.
- Provided digital training to the inhouse team.

**Consultant: Marketing, Sales and Digital Strategy | FIB Benicàssim Festival**  
[Madrid, Spain | 2015-2018](#)

**Key Achievements:**

- Delivered the marketing and digital strategy leading to sell-out events (2016-2018).
- Project managed the build of a new content-rich website and mobile app, increasing visits by 70% and reaching 2.5 million+ users per month across the festival's social media channels.

**Head of Music, Festivals & Attractions | Target Live**  
[London, United Kingdom | 2011-2015](#)

**Key Achievements:**

- Led on pitching, winning and account managing over ten new entertainment clients.
- Planned and implemented ROI-focussed digital campaigns to drive sales for *Reading & Leeds* and *Latitude* festivals, *Tower Bridge Exhibition*, *National Maritime Museum*, and *Kew Gardens*.

**Marketing Manager | Barbican Centre**  
[London, United Kingdom | 2011-2015](#)

**Key Achievements:**

- Implemented multi-channel plans across digital, press, outdoor and broadcast media to promote the venue's contemporary music and cross arts programme.

**Marketing Manager | Sydney Opera House**  
[Sydney, Australia | 2005-2007](#)

**Key Achievements:**

- Managed multi-channel TV, radio, press, outdoor, digital and social media campaigns.

**KEY SKILLS**

**Digital & Information Management**

- Implementation & analysis of Facebook, Instagram, LinkedIn, Twitter, Youtube, Tik Tok ads.
- Web project management: Wordpress, Squarespace and SEO.
- Social Media strategy/implementation community management, content creation & analytics.
- ECRM: email marketing strategy/implementation, using Mailchimp.

**EDUCATION**

**Bachelor of Arts Management (International Studies) – Distinction**  
**Macquarie University, Sydney | 2003**

**Certificate in Russian – Distinction | Macquarie University | 2003**

**Spanish Language Studies – Level B2 | Lingua Madrid | 2015**

**Portuguese Language Studies – Level B1 | Lisbon | 2019**

**LECTURES**

Guest Lecture: Digital Arts Marketing | Fitzcarraldo Foundation | Italy | [June 2021](#)

Guest Lecture: Freelancing in the Arts | Museums and Galleries Scotland | [March 2021](#)