

George Percy

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EXPERIENCE

Global Head of Digital

February 2019 - Present

WildKat | London/Worldwide

Creating and leading the digital wing of WildKat as Global Head of Digital, I oversee multiple marketing, social media and digital advertising campaigns for worldwide niche clients achieving ROAS results averaging 6.0. Developing, scaling and training a global team in digital campaign strategy, content creation, targeting, PPC, CRM, CMS, GMP, data analytics and campaign execution.

Key Accomplishments:

- Leading my team of 8+ in carrying out 100+ effective data-led omnichannel campaigns covering the full funnel, awareness, engagements, lead generation and e-commerce conversions.
- An expert in Google and META advertising platforms, I set up the go-to digital advertising service for classical music, working with over 100 clients such as Initiative Musik, the German Government, Cate Blanchett, Verbier Festival, Bach-Archiv Leipzig, Alexandre Kantorow, VOCES8, Bamberg Symphony, China Arts and Entertainment Group, Los Angeles Chamber Orchestra and Taipei Opera Theatre.
- Google Certified: DV360, GA Video Advertising, GA Display Advertising.

Digital Consultant

January 2011 - Present

Freelance (Oil Records) | London, UK

- 'End to End' construction of omnichannel marketing, release campaigns, metadata cleaning and digital rights consultation, cultivating successful strategies that increased the presence, impact and revenue of artists in classical music.
- With John Rutter, I grew the YouTube channel from 20,000 views to over 15,000,000 views using data analysis and new content strategies, nurturing a new untapped revenue source generating around £20,000+ a year.
- Develop, teach and execute clear effective training in digital marketing. Guest lectured at The Julliard School, Concours de Genève, Harmonia Mundi and others.

Artist Manager

July 2017 – November 2018

Felix Räuber | Berlin, Germany

- Management of No.1 hit writer, Felix Räuber, launching his solo career. Negotiating high-level deals, product and content performance management generating over 1m streams, digital marketing, leading to a 400% increase in engaged audience within 12 months and sell-out shows across Germany.

Label and Artist Development Manager

January 2016 – June 2017

Nonclassical | London, UK

- Overseeing all classical product/publications and maximising revenue with a small team of colleagues.
- Implemented a new reporting and distribution system, and turned from loss-making to breaking even within 12 months, while developing new acts in the indie/classical scene with the streaming world.

Section Manager (Various Roles)

October 2007 – March 2015

Waitrose/John Lewis | London, UK

- Trained to the level of Branch Manager, and branch opening specialist, I led teams of up to 90 people to achieve top 10 stock management results and KPIs in the UK.
- I am disciplinary & grievance ACAS trained, and hold a personal license to sell alcohol in the UK.

EDUCATION

University of Westminster | Commercial Music BA Hons (1:1 - First Class)

2012

Music course preparing for leading roles in the music business, marketing and new strategies.

SKILLS

Project Management | PPC | CRM | Programmatic | E-commerce | Data Analytics | Adobe Suite | META Ads | Google Ads | SEO