



# Lukas Kay

Head of Marketing | Graphic Designer | Photographer

## PROFILE

Experienced marketing leader adept at driving growth and innovation. Transitioned from social media and design roles to overseeing comprehensive marketing strategies. Currently, Head of Marketing for the UK, orchestrating impactful campaigns and lead generation efforts to support sales objectives.

## WORK EXPERIENCE

### Team Satchel | Head of Marketing UK September 2019 – Present

I started in social media and design, grew into a Brand Marketing Manager, and now lead as Head of Marketing for the UK. Notable projects include a 2020 rebrand, two major UK product launches, and building B2C platform for the US. Our learning platform now serves 1 in 3 UK secondary schools. We are winning awards every year and have become Google and Microsoft partners

### The Medical School Application Guide | Marketing Manager September 2018 – September 2019

I led content creation, community engagement, and tailored strategy development in collaboration with senior management. Moreover, I managed the production of printed and digital B2C marketing materials while also spearheading the planning and execution of an interactive e-learning platform

### The Watch House | Social Media Manager & Staff Member October 2014 – June 2018

I served as a senior member of staff and key holder. I also played a pivotal role in creating and growing our company Instagram account, @watchhouse.

### Art Factory Brno | Teacher, Graphic Designer & Event Manager September 2011 – August 2014

I taught dance to children aged 6-12. As a graphic designer and photographer, I created posters, timetables, and promotional materials. Additionally, I managed events, including Tabor Fantasy and Street Dance Kemp, where I coordinated activities and handled transportation.

## FREELANCE HIGHLIGHTS

**SENSE | Assistant project manager & photographer**  
*Usher Syndrome Exhibition*

**Kratochvil Parket Profi | Graphic designer & photographer**  
*Photography and website content*

**DUSK | Content creator**  
*Video content for a mobile app*

**Aquarium Architecture | Photographer**  
*Photography and video content*

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📍 Videnska, Brno, Czech Republic

## EDUCATION

- **Birkbeck, University of London**  
*Master's degree in Digital Media Management*  
Completed in 2016
- **University of Arts London (UAL)**  
*Bachelor's degree in Photography*  
Completed in 2018
- **Camberwell College of Arts**  
*Foundation Diploma in Art and Design*  
Completed in 2015

## SKILLS

- People management
- Hubspot, Salesforce
- Adobe Suite
- Paid media management
- Event management

## AWARDS

Feb 2017 | University of Arts London  
**Olympus Award**

Sep 2021 | Team Satchel  
**Employee of the Quarter**