



Julia Emma Short

Selected Works

Selected work from previous roles.
Information shared is high-level and non-confidential.

Boston Marathon

Official Charity Program

Company: GivenGain, Fundraising Platform

Role: Global Marketing Manager

Iconic global event.

Emotionally invested audience.

For participants and supporters,
the marathon represents a **meaningful
personal milestone.**

Enterprise Partnerships · Events · Crowdfunding Platform

The Approach

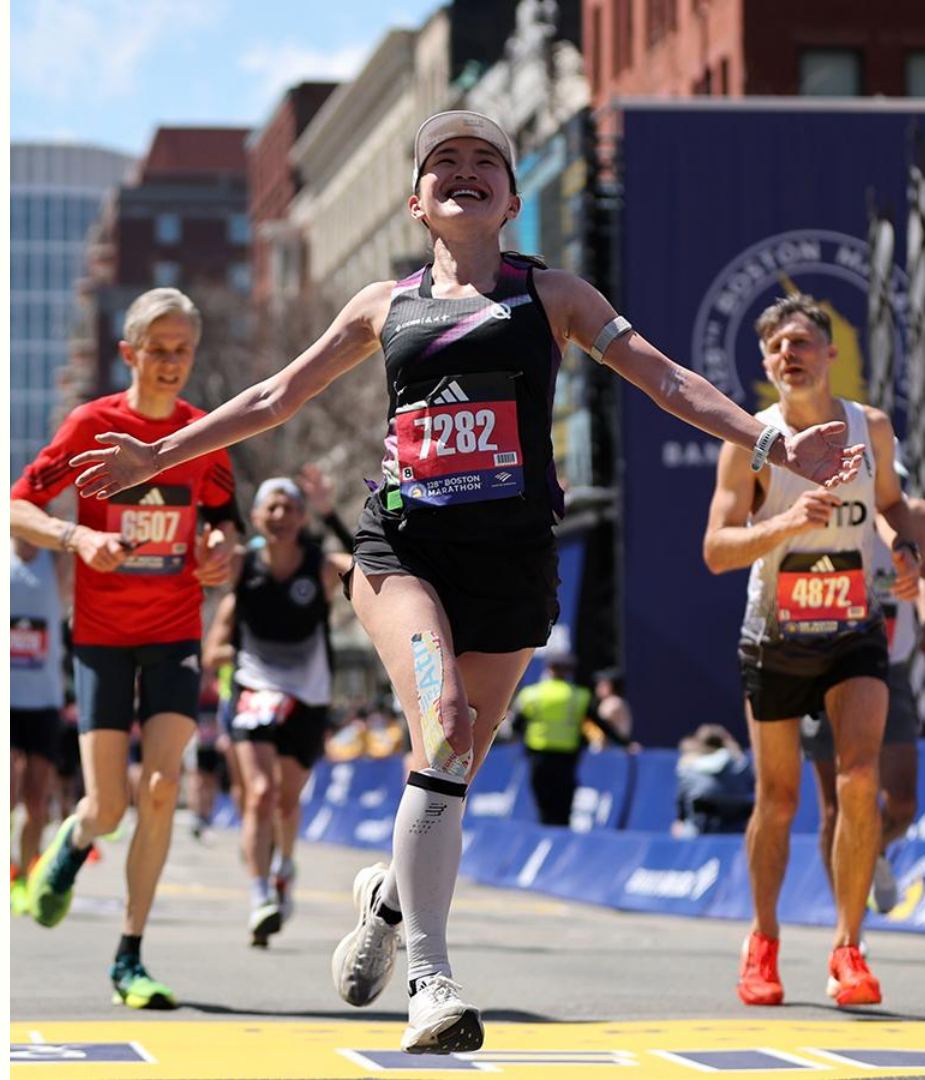
Focused on **amplifying the emotional arc of the marathon across key moments.**

Communication centered on:

- Runner stories
- Fundraising milestones
- Clear, time-bound calls to action

Supported by an automated email journey designed to encourage and guide fundraisers.

Email · Audience Segmentation · Lifecycle Journeys



A close-up, high-contrast photograph of a man's face, looking directly at the camera. The lighting is dramatic, highlighting his eyes and the texture of his skin. The background is dark and out of focus.

\$250,000

in additional donations
from a single email campaign.

The structure has since been reused across subsequent programmes.

Senken

Carbon Removal Marketplace

Role: Head of Marketing

High interest.

Low market understanding.

An emerging regulatory landscape.

Potential buyers wanted to engage,
but **didn't feel confident to do so.**

Carbon Removal · Corporate Partnerships · Governance-Heavy Market

The Approach

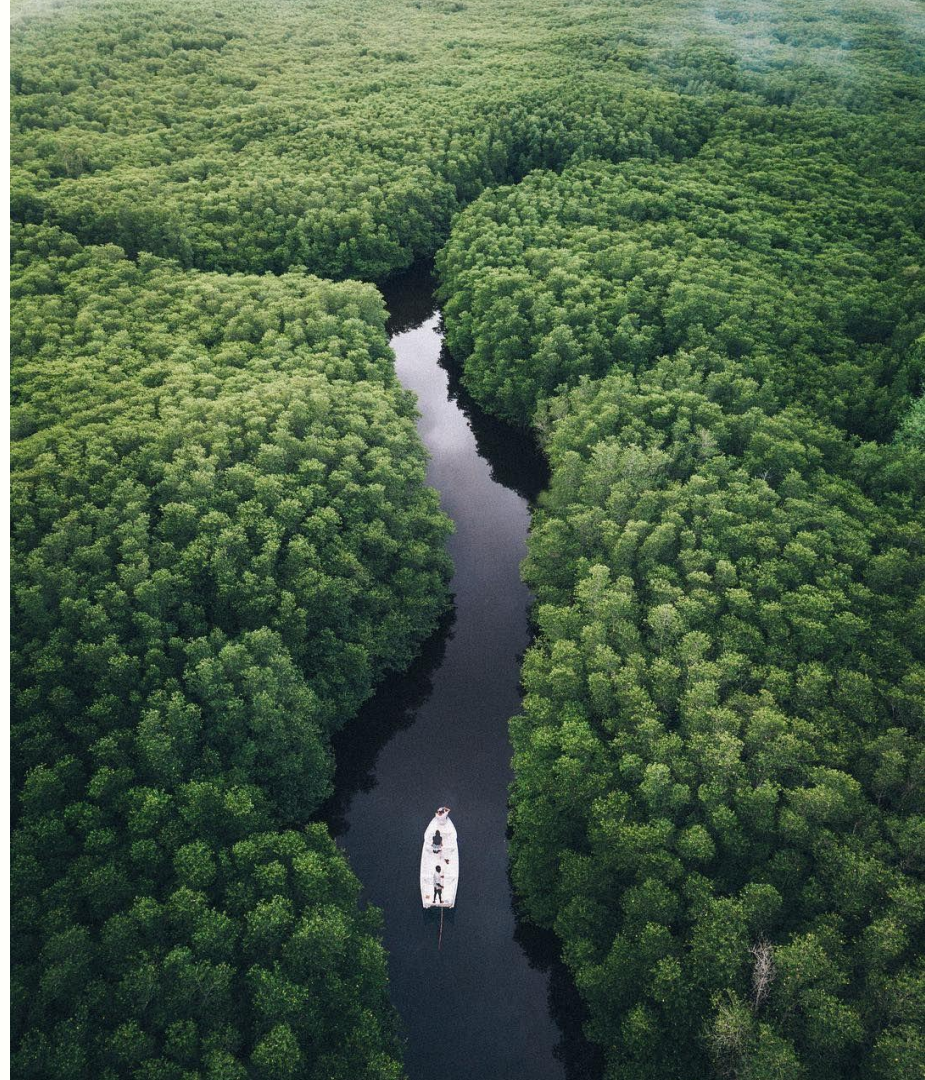
Focused on **education as a path to confidence.**

Launched:

- A **downloadable educational asset** to guide buyers with a clear **lead-to-sales flow**
- Simple, easy-to-understand messaging across channels

Supported by bite-sized educational content on **LinkedIn.**

GTM · Education · HubSpot · LinkedIn



An aerial photograph of a dense, lush green forest. The trees are tightly packed, creating a textured canopy of various shades of green. The lighting is natural, highlighting the tops of the trees and creating some shadows within the canopy.

400+

organic B2B leads

captured in the first month.

Momint

A Next-Generation NFT Marketplace

Role: Head of Marketing

Two-sided marketplace.

Creators and collectors.

New category.

Building trust and participation in a new digital asset category.

Blockchain · Cryptocurrency · Online Marketplace

The Approach

Growth centered around:

- **In-app learning experiences**
- **Educational content**
- **In-person meetups**
- **Live auctions**

GTM · Video Content · PR · LinkedIn



60,000+ users
acquired within Q1
at a \$0.21 CAC

\$495,000

generated through live auctions.

Bloomberg

● Live TV Markets ▾ Economics Industries Tech Politics Businessweek Opinion More ▾

Technology
Cryptocurrencies

Mandela's Arrest-Warrant NFT Raises \$130,000 in Auction

- Proceeds will go to South Africa's Liliesleaf Museum
- Africa's biggest NFT auction also sold a Bored Ape piece

Work with me

I offer strategic and retainer support to businesses looking for senior marketing expertise.

My work translates business strategy into clear, commercial marketing across brand, digital, and partnerships.

I work collaboratively with founders, sales leaders, and product teams, combining human insight with marketing systems to support growth.

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Flow*Forward*

Growth · Go-to-Market · Partnerships