

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

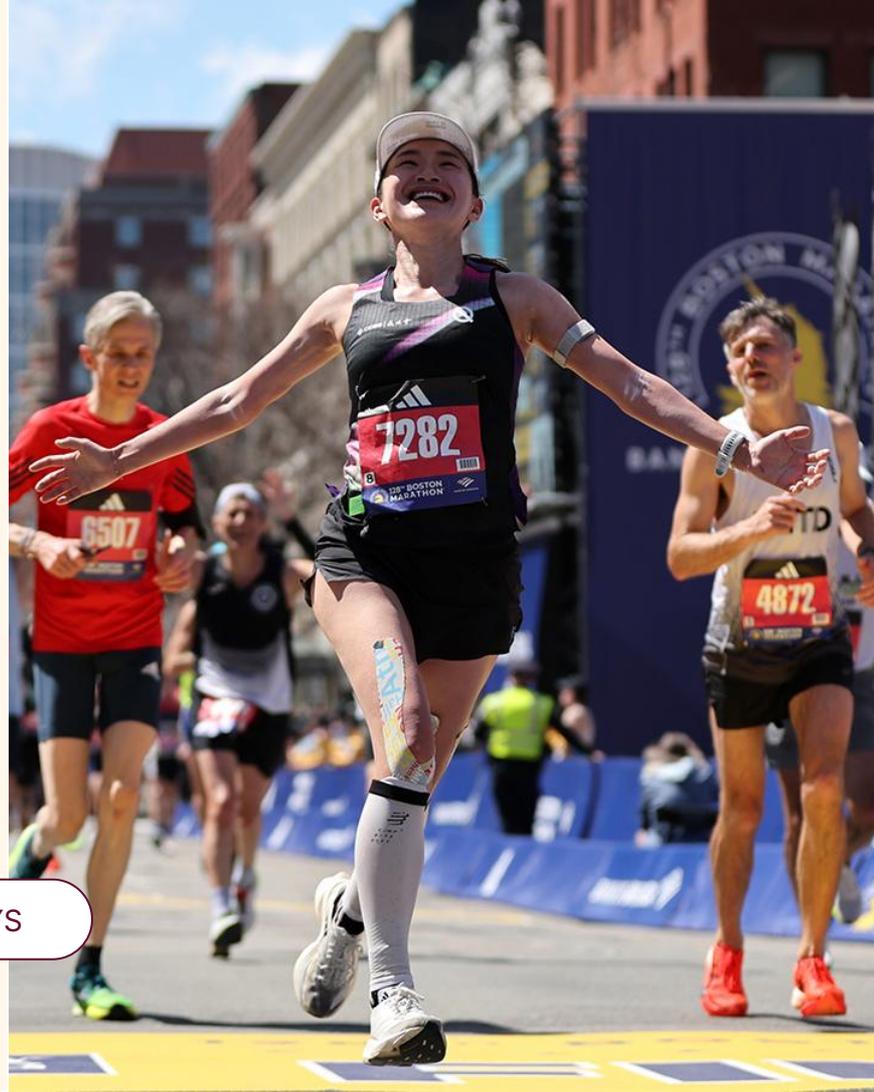
Focused on **amplifying the emotional arc of the marathon across key moments.**

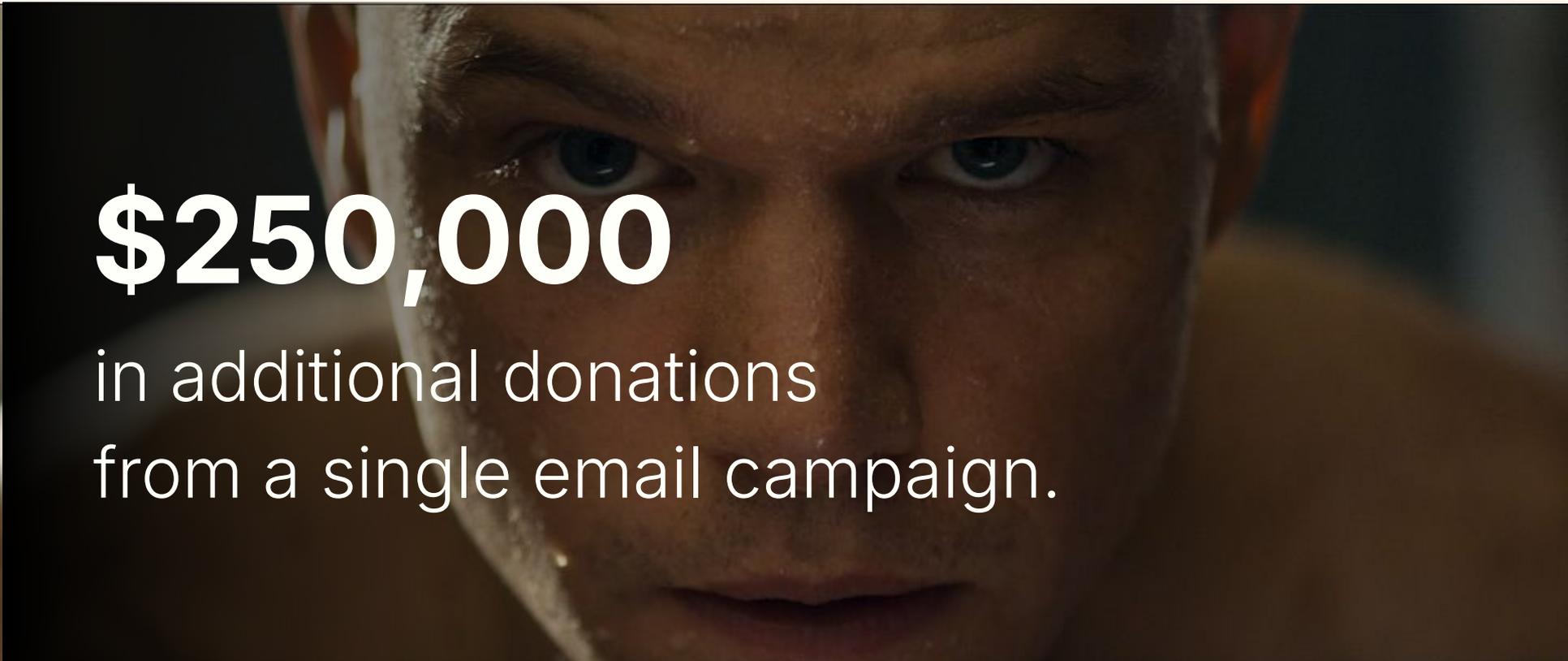
Communication centered on:

- 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, focusing on his eyes and nose. The lighting is dramatic, with deep shadows and bright highlights, giving it a cinematic or intense feel. The text is overlaid on the left side of the image.

\$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

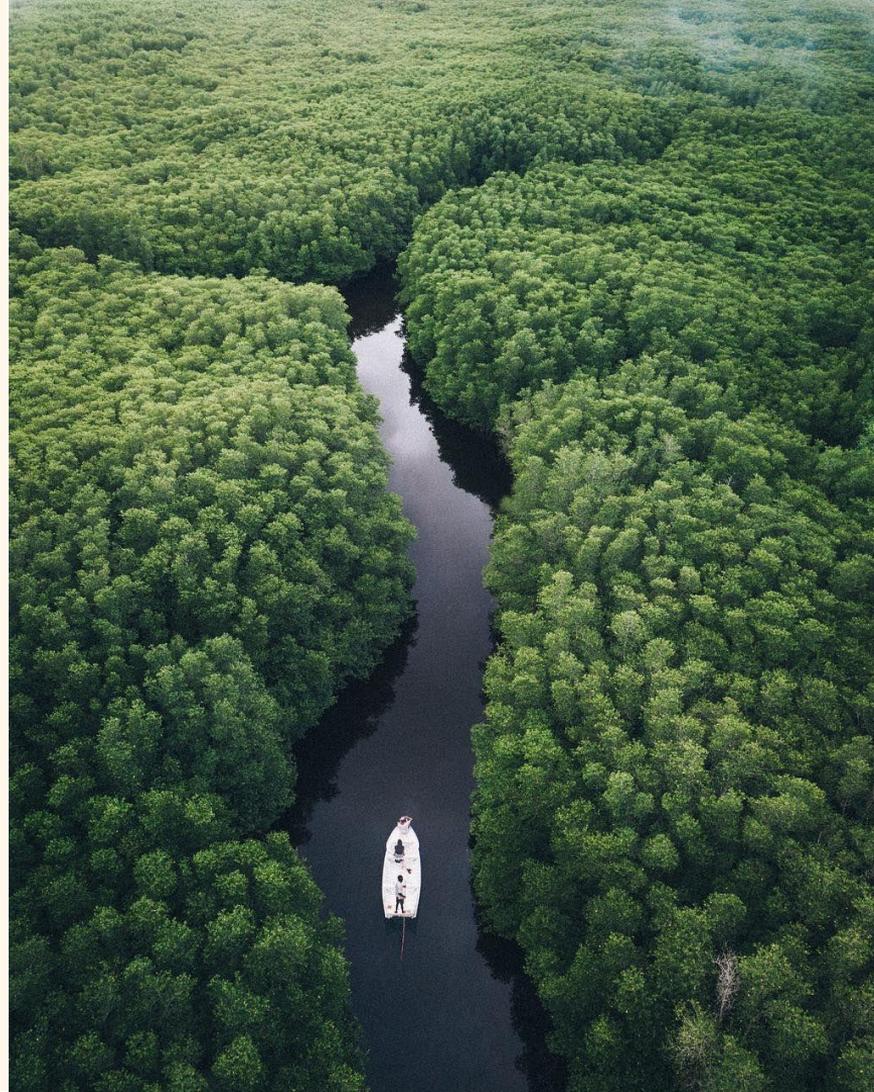
Focused on **education as a path to confidence.**

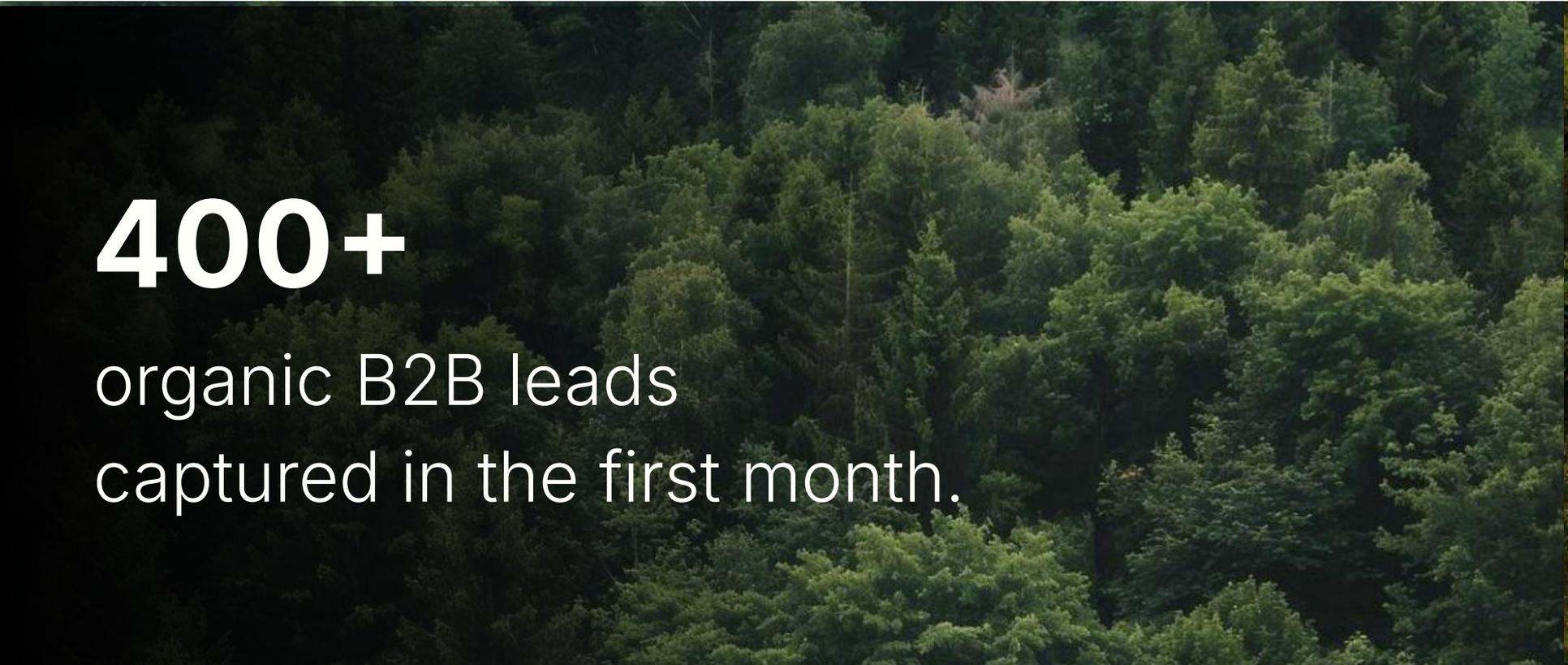
Launched:

- 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 video content on **LinkedIn.**

GTM · EDUCATION · HUBSPOT · LINKEDIN





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

**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

Technology
Cryptocurrencies

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