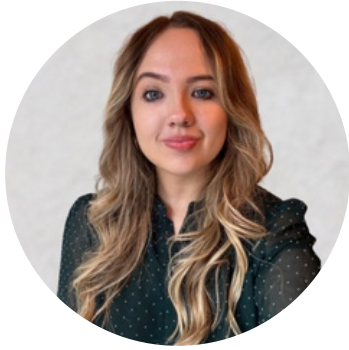


GRACE MACRAE

AUDIENCE GROWTH & SOCIAL
STRATEGY | ORGANIC & PAID
SOCIAL | CONTENT &
MONETISATION



SUMMARY

B2C Audience growth and social strategist with senior experience managing audiences of 10M+ and driving growth in traffic, engagement and revenue. Expertise across social, content, audience development and emerging platforms. Now working independently and open to freelance, interim and permanent opportunities.

CONTACT DETAILS

Mobile: 07850438489
gl.macrae2@gmail.com

CORE EXPERTISE

AUDIENCE GROWTH & STRATEGY

AUDIENCE DEVELOPMENT · GROWTH
STRATEGY · SOCIAL STRATEGY · REFERRAL
TRAFFIC · AUDIENCE ACQUISITION ·
PERFORMANCE ANALYTICS

SOCIAL & PLATFORMS

ORGANIC SOCIAL · PAID SOCIAL · TIKTOK ·
META · REDDIT · YOUTUBE · WHATSAPP ·
LINKEDIN

CONTENT & DISCOVERY

CONTENT STRATEGY · EDITORIAL STRATEGY ·
SEO · GOOGLE SEARCH · GOOGLE DISCOVER ·
AUDIENCE BEHAVIOUR · SEARCH TRENDS

COMMERCIAL & LEADERSHIP

MONETISATION · REVENUE GROWTH ·
PARTNERSHIPS & SPONSORSHIPS · PLATFORM
RELATIONSHIPS · KPI STRATEGY · LEADERSHIP

PAST EXPERIENCE

HEAD OF CONSUMER SOCIAL

NEWSWEEK | SEPTEMBER 2025 - MARCH 2026

- Promoted after driving measurable growth in monetisation, social traffic, and engagement quality with innovative ideas, a friendly, collaborative approach and strong leadership skills.
- Spearheaded growth strategy delivering 250%+ earnings growth while growing a new acquisition channel to 25%+ of site traffic.
- Grew and commercialised a creator-led social video programme, leading creative and generating new paid partnership and sponsorship revenue in collaboration with C-suite leadership.
- Owned senior relationships with TikTok and Meta, leading strategic discussions on innovative monetisation and subscription revenue models.
- Presented monetisation and revenue initiatives to internal leadership and platform partners, including company-wide presentations.
- Aligned social KPIs with executive leadership to support traffic and revenue diversification amid algorithm shifts.
- Managed and mentored a growing social team, driving performance through clear goals, feedback, and hands-on leadership.

DEPUTY HEAD OF SOCIAL MEDIA

NEWSWEEK | SEPTEMBER 2022 - SEPTEMBER 2025

- Directed multi-platform social strategy for an audience of 10M+ followers, driving audience growth, engagement and referral traffic.
- Led performance reporting and analytics across social, video and editorial content, delivering data-led insights to optimise results.
- Oversaw creation of high-performing social assets and growth strategies across key platforms and projects.
- Collaborated with U.S.-based industry experts to develop TikTok content strategies that accelerated growth of the lifestyle vertical.
- Launched and scaled WhatsApp channel strategies, growing the flagship channel to 4.5M followers.
- Conceived and led one of the first publisher-led Reddit strategies, including high-profile AMA campaigns, increasing Reddit referral traffic by 400% within three months.

SOCIAL MEDIA EDITOR

REACH PLC | FEBRUARY 2021 - AUGUST 2022

- Assisted in the setup and growth of the social media team, working closely with senior leadership at Express.co.uk and Reach plc to define and execute the platform strategy.
- Collaborated with editorial teams to create high-performing content across multiple brands including The Express, Ok!, Mirror Online, and Daily Star.
- Built and nurtured relationships with micro-influencers, driving organic growth for the Lifestyle pages and increasing brand visibility.
- Applied a data-driven approach to source content that resulted in national and regional reporters reaching broader audiences.
- Contributed to the development and success of two award-winning Facebook Live series, elevating the brand's live-streaming presence.
- Led training sessions for the broader newsroom, enhancing the team's ability to write engaging content for social platforms.

WRITER AND OVERNIGHT NEWS EDITOR

EXPRESS.CO.UK | JULY 2019 - FEBRUARY 2021

- Wrote and edited content for a national audience, developing a strong foundation in editorial storytelling, audience behaviour, SEO and digital publishing.
- Managed and mentored a team of 10 reporters while exceeding targets and KPIs.
- Created and optimised digital content with search visibility and audience engagement in mind, using keyword research, search trends and audience data to inform editorial decisions.
- Applied on-page SEO principles including keyword placement, headlines, metadata, internal linking and content structure.
- Used analytics and search performance data to understand audience behaviour, identify content opportunities and improve organic traffic.
- Produced clear, engaging content across fast-moving news cycles while maintaining accuracy and editorial standards.
- Developed an understanding of Google Search, Google Discover and evolving search behaviour, including the growing importance of content being useful, authoritative and discoverable across search.