

Will Longman

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DIGITAL CONTENT AND SOCIAL STRATEGY LEAD

Digital content and social strategy lead with 10+ years' experience building audience-first content across sport, entertainment, ticketing and highly regulated global brands. Currently leading global digital content at Allwyn across web, social, F1/McLaren partnership activations and multi-market campaigns. Strong track record in content growth, social strategy, SEO, creator-led campaigns, agency management, digital governance and senior stakeholder delivery, including CEO, board and shareholder-facing work.

CORE EXPERTISE

Social & Content Strategy
Content Growth
Sports & Entertainment Partnerships
Creator Campaigns
SEO & Audience Development

Content Operations
Web & Editorial Strategy
Agency Management
Senior Stakeholder Management
Analytics & Reporting

PROFESSIONAL EXPERIENCE

Allwyn (Global)

October 2024 - Present

Group Digital and Content Manager

- Lead digital content strategy across owned global channels, shaping how Allwyn shows up across corporate communications, social media, web, sport partnerships and major brand moments.
- Turn F1 and McLaren Racing partnership rights into scalable, fan-facing content strategies across global and local markets. This includes briefing videographers and photographers at Formula 1 events, and planning social productions with elite sporting talent.
- Led content strategy for the McLaren x Allwyn "Scratch Car" campaign, which turned a full-size paper F1 car into an interactive scratch-card fan experience in Vegas alongside Allwyn's Sphere visibility. The campaign was viewed 23m times across Allwyn and McLaren channels.
- Led the relaunch of Allwyn.com, driving 128% growth in page views and 97% growth in active users within 12 months (homepage views +284%, homepage users +322%).
- Built Allwyn's global organic social presence from zero across Instagram, TikTok and YouTube - 10k+ Instagram followers, 1k+ TikTok followers and 140k+ engagements in phase one, on a limited media budget.
- Manage and coordinate a broad agency and partner ecosystem across social media, web development, SEO, production, creators and brand activity, helping ensure delivery remains on brief, on time, and on budget.
- Present digital strategy, performance and campaign plans to senior stakeholders, including Brand, Comms and Digital Directors, CEO-level audiences, board meetings and shareholder-facing forums.

Post Office Limited

December 2022 - October 2024

Creative Content Advisor

Delivered digital, video and stakeholder content across one of the UK's highest-profile public-facing organisations during a period of intense public and political scrutiny.

- Produced weekly CEO livestream content reaching ~1,000 colleagues, improving leadership visibility and engagement scores. This format was expanded to thousands Postmasters to manage crisis communications.
- Supported weekly CEO livestream production for approximately 1,000 colleagues, helping improve transparency, leadership visibility and internal engagement.
- Created digital materials for parliamentary events, political stakeholders and corporate communications activity, balancing clarity, reputational sensitivity and stakeholder requirements.
- Produced Postmaster case studies, training materials and conference content for bi-annual conference events, adapting outputs across internal, social, website and video channels.

Digital Content Manager**April 2020 - December 2022****Motorsport Network**

- Led content strategy across Motorsport Tickets and wider Motorsport Network platforms, combining editorial, SEO, CRM and paid media to drive audience acquisition, customer experience improvement, and brand growth.
- Conceived, built and launched SEO-focused content hub from zero to 1M+ annual page views in 12 months.
- Designed content architecture, topic strategy and publication roadmap capturing search demand around Formula 1, MotoGP, WRC, NASCAR and other major motorsport moments.
- Built content products across global motorsport event platforms (F1, MotoGP, WRC, WEC/Le Mans, NASCAR) - briefing photographers on-site and translating ticketing and partnership rights into fan-facing content.
- Optimised checkout journeys and event information architecture to improve conversion and user clarity.
- Planned and executed integrated marketing campaigns across email, Meta Ads and paid social, supporting audience acquisition and customer lifecycle objectives.
- Managed performance reporting and campaign optimisation across Motorsport Network, Autosport and Motorsport.com properties.

Lead Editor**July 2017 - April 2020****Encore Tickets/TodayTix**

- Led editorial, product content and audience development strategy for London and New York ticketing platforms, modernising brand content approach and improving customer acquisition and conversion.
- Owned editorial standards, brand voice, and content performance across web, email, social and video channels.
- Grew website traffic by 63% through improved editorial planning, SEO-focused content strategy and broader audience development initiatives.
- Developed video and social media strategies, expanding content output through new formats including YouTube interviews, social-first video, games and podcast content, building audience engagement across multiple platforms with limited resources.
- Managed weekly editorial newsletter reaching 200k+ subscribers.
- Line-managed two full-time content creators and managed relationships with pool of 10+ freelance reviewers, ensuring consistent quality and on-time delivery.

EDUCATION**University of Lincoln**

Journalism BA (Hons)

September 2013 - June 2016