

CONTACT

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British-born · Berlin-based
Right to work in EU, UK & Canada

EXTRACURRICULAR

Families Circle Board Member
Kindred · Jul – Sep 2026
Founding member of home-swapping app's family community; drove expansion through webinar speaking, social posting, and forum engagement.

Climate Leader
The Climate Reality Project · 2020

Communications Chair
B Local Ontario · 2020 – 2021

Winner of Best Blog, PR News CSR Awards 2018

Fundraising Chair
Women in Tech World · 2016 – 2017

Deputy Editor, The Tab Leeds (student newspaper) · 2014

Speaker: Phocuswright, World Travel Market, Travel Unity Summit, Women's Travel Fest

Certifications:
Digital Marketing (BrainStation), Google Analytics

EDUCATION

BA Politics, First Class Honours
University of Leeds · 2011 – 2014

A-Levels: A*AA
St Helen's School, London

Bex Shapiro

Brand & Content Marketing Leader · Travel × Tech

PROFILE

I built the brand and marketing team that took AI startup Ultimate to a 9-figure big tech exit. My edge is what AI can't replicate: bringing people together, rallying them around mission-driven brands, and creating thought leadership people actually want to consume. I've spent over a decade across travel and tech, building teams, content engines and communities from scratch. I'm a builder who thrives in fast-moving, values-led teams.

EXPERIENCE

Zendesk | Berlin & Remote | Content & Social Lead | May 2024 – Present

- Launched Zendesk's LinkedIn newsletter and grew it to 100K subscribers in 3 months, curating content, writing copy, and managing cross-functional working group.
- Owned social channel strategy and budget: developed Reddit blueprint; built share-of-voice reporting; led social campaign planning for product launches, employer brand, and customer storytelling.
- Coordinated launch content for *Zendesk Insights* (thought leadership microsite), adapting strategic Ultimate content for new audiences and formats.

Ultimate | Berlin | Mar 2021 – May 2024

Joined EU's fastest-growing deep-tech startup post Series A (2021), acquired by Zendesk (2024)
Head of Brand (first brand hire) → Head of Brand & Content → Marketing Director, Brand

- Co-led the 15-person marketing team, the most engaged department by eNPS, until exit; ran media relations and marketing integration for acquisition. Prior, responsible for end-to-end marketing strategy; averaged +40% of sales pipeline sourced from marketing.
- Led brand positioning and rebrand after Series A, then AI positioning and thought leadership through ChatGPT's rise. Crafted initiatives *Future-Gazing AI* (expert-led Q&A video series) and *Humanizing AI* (building-in-public); personally managed all inbound PR.
- Built a multi-person content team then multimedia studio (content, web dev, and design), managing site and all content. SEO strategy resulted in 1092% YoY increase in inbound leads from organic traffic, and site domain rating increase from 55 to 71.
- Expanded management remit into product and customer marketing, shipping company-wide initiatives: ROI calculator, Generative AI hub, and *Road to 80* AI roadmap.

Intrepid Travel | Toronto & Remote | Feb 2017 – Feb 2021

Managing Editor, N Am → Senior Community Manager, N Am → Global Social Media Manager

- Ran global social (250K+ IG followers) for travel company, lifting engagement 42% YoY through Covid, introducing KPIs, and running community-led #BeTogether campaign.
- Managed influencer and affiliate partnerships, generating $1.5M revenue in 2019 from co-branded trips. Managed agency, editorial intern, contracts with top-tier bloggers.
- Grew organic blog sessions 400% YoY and onboarded 100+ North American contributors (real travelers and writers) as brand ambassadors and campaign amplifiers.

VIVA Lifestyle & Travel | Editor | Vancouver | 2016 – 2017

- Set editorial strategy for travel tech startup (now defunct), growing blog sessions from 30K to 800K in 6 months, establishing tone of voice, and doubling content output.

Freelance Journalist | London & Toronto | 2014 – 2016

- Multiple bylines in The Guardian, plus VICE, Women's Health, ELLE Canada and HuffPost (regular travel contributor); contractor at the FT Weekend.