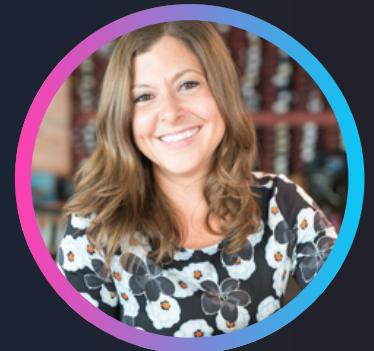


INTERVIEW

THE NEW CREATIVE STACK: HOW GEN AI CAN SHAPE THE FUTURE OF YOUR CAMPAIGN EXECUTION

In this interview, **Brooke Herron**, a **senior-level growth marketer** working across high-impact B2C brands, shares her real-world experience using Generative AI to drive personalisation, speed up execution, and make smarter decisions.

She discusses the tools she trusts, the frameworks she follows, and how AI is freeing up marketers to think bigger and act faster. For any marketer ready to move from experimentation to transformation, Brooke's insights offer a clear, actionable roadmap.



Brooke Herron,
Senior Level Growth
Marketing Professional

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What are some of the clearest examples of ROI you've seen from Gen AI in marketing? How are you measuring success, and what's made the biggest impact?

One of the clearest ROI drivers for me (working primarily with B2C membership or subscription focused businesses) has been using Gen AI to build structured frameworks from scratch, and to rapidly iterate and personalise campaign content across different segments. This allows for faster testing cycles and for personalisation at scale that would otherwise not be possible (with the resources/time available).

The biggest impact is the increased engagement and conversions (and therefore, increased retention and LTV) that occur as a result of greater personalisation and more effectively and widely tested cycles and campaigns.

Measuring Success Includes:

- Speed of delivery (campaigns, strategy documents, assets)
- Volume and quality of A/B tests deployed
- Engagement improvements through rapid iteration
- Internal productivity metrics (i.e. time saved per task, faster stakeholder buy-in)

The biggest impact has been reclaiming creative and strategic energy, allowing me to do higher-value thinking, while offloading formatting and ideation tasks to AI.

With 30,000+ tools on the market, choosing the right Gen AI stack is overwhelming. What's your framework for evaluating and implementing Gen AI tools effectively across your marketing function?

My framework always starts with the business:

Needs assessment: What are the marketing objectives? What stage of maturity is the MarTech stack in? Ecosystem compatibility: Which tools integrate well with existing core systems (CRM, CMS, analytics)?

Scalability and usability: Can this tool scale with the business? Is it intuitive enough for team adoption?

Governance and security: How does it manage data privacy, especially for regulated sectors or customer data?

On the data/analytics side, I avoid new tools (beyond testing them to see what they offer) that don't yet offer basic integrations or lack enterprise-level compliance, because those tools, no matter how promising, introduce risk and inefficiency.

I look for tools with proven use cases, strong API flexibility, and a clear roadmap for evolving with industry standards. I can be more agile and cutting edge with content creation tools (image, copy, video, audio, etc.) because we don't have to worry about integrations or API flexibility, as is commonly with these tools.

Current go-to tools include (but are not limited to):

- **HubSpot** (CRM & Automation + customer support bot, etc.)
- **ChatGPT Enterprise** (ideation, formatting, summarisation, strategy support, information analysis and insights)
- **Zapier** (workflow automation)
- **Looker** (analytics & insights)
- **Google Docs/Sheets** (collaborative planning, can be auto-populated by integrating with other tools via Zapier)
- **Gamma** (AI-powered presentations)
- **Pictory** (AI article to video transformation and audio tool)
- **Google Trends and SEMrush** competitor analysis tools (AI-powered real-time search behaviour insights)

Ultimately, I'm prioritising interoperability and long-term viability over novelty while also ensuring that I am familiar with and testing newer tools, keeping an eye on how they evolve and when it might make sense to shift to or start using those tools.

Creative applications like copy, visuals, and video are evolving fast. Where have you seen Gen AI have the biggest transformative impact on content and campaign execution?

The biggest transformations I've seen are in **refinement, speed, and volume**.

- **Refining and Enhancing:** I often use AI to improve or clean up copy, tightening messaging, adapting tone for different audiences, or aligning content to brand voice.

- **Versioning:** Generating multiple headlines, CTA, and layout variations quickly allows for high-volume A/B testing, personalisation, and audience-specific content.
- **Support Content:** From presentations to video scripts to blog intros, I use Gen AI to produce first drafts or reframe complex messaging for specific channels or mediums.

While AI won't replace creativity, it absolutely accelerates execution and enables more experimentation without a proportional increase in effort.

Compliance, GDPR, and brand trust are major concerns. How are you managing risk while scaling AI use in your marketing operations, and what governance models do you think work best?

Data privacy and governance are non-negotiable. I advise clients and teams to adopt Enterprise-level AI tools (e.g. ChatGPT Enterprise) to ensure that sensitive customer data and proprietary content are not exposed to public models or used in future training. Additionally, I recommend setting clear usage policies, including:

- What types of data can/cannot be used in prompts
- When human review is mandatory (e.g., final campaign content, at multiple stages if creating more complex documents or writing reports to ensure accuracy at every stage)
- Which AI tools are approved and integrated into your systems

As Gen AI starts shaping predictive insights and marketing strategy itself, how are you integrating AI-driven analytics into decision-making at the leadership level?

I'm starting to integrate AI-powered analytics tools (e.g. Looker, GA4 with predictive insights, GPT-powered dashboards, Google Trends) to identify trends faster and in a more digestible format for leadership.

Use Cases Include:

- Predicting customer churn or LTV for segmentation strategy
- Aligning campaign performance across markets into succinct, insightful executive summaries
- Running scenario analysis for budget allocation

Why did you choose to be part of the Generative AI for Marketing conference, and what makes this event such an important platform for marketers navigating the next era of innovation?

I joined this conference because I believe representation matters, especially in emerging tech conversations. I want to see more women, and especially more experienced women above a certain age, represented in AI and marketing innovation spaces.

There's a growing, problematic narrative that agility with new tech belongs to the youngest professionals. Meanwhile, the most valuable contributors to AI-driven marketing are often those with deep domain knowledge, sector expertise, and a decade or more of experience adapting to evolving technology.

From Tools to Transformation: How Gen AI is Rewiring the Marketing Engine

Brooke Herron's journey with Generative AI proves one thing: this isn't a future-facing experiment; it's a present-day advantage. Her practical insights into tool selection, campaign optimisation, and data governance show exactly how marketers can move beyond AI hype to deliver measurable results today.

Don't miss more real-world strategies like this at the **Generative AI for Marketing Summit, 24–25 November 2025, London**. Join Brooke and other industry leaders as they share hands-on lessons, tools, and case studies to show how marketers can move beyond AI hype to deliver measurable results today.

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