

Lukas Nel

Campaign Operations Lead

**I turn strategy into
audience movement.**

Clearer messaging. Smarter systems.
Disciplined execution. Faster feedback.

Most campaigns don't fail on strategy. They fail on the layer between the deck and the audience — where message, cadence, systems and signal must move as one. That is the layer I own, and the reason strategy actually reaches people.

— DIRECT

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Who I am, and what I lead.

I'm a Campaign Operations Lead with 15+ years running the space between strategy and audience. I've built and led systems inside Huxly, EmpiriQ and Stephan Welz & Co, and operated across HNW, luxury, township, digital-native and institutional audiences. The through-line: I take a plan the room agreed on and turn it into coordinated movement — measured, not performed.

— WHAT I LEAD

01 Strategy → Execution

Turn agreed strategy into a running operating rhythm the team can hold.

02 Audience Systems

Segment, sequence and address audiences by psychology, not persona.

03 Delivery Cadence

Weekly cadence, clear ownership, no drift between decision and action.

04 Signal Loop

Short feedback cycles that surface what's working before the budget's spent.

— RANGE

Huxly · EmpiriQ · Stephan Welz & Co · auction floors
HNW · luxury · township · digital-native · institutional

The operating model.

One rhythm. Five moves. Repeats every week.



Signal doesn't wait for the campaign to end. It feeds the next week's decisions — so budget, message and channel are corrected while they still matter.

— LEADERSHIP PRINCIPLES

Clarity over cleverness

Plain words. Named owners. No performance.

Rhythm over heroics

Weekly cadence beats sprints of adrenaline.

Signal over noise

Measure the moves that change decisions.

Movement over motion

Activity is not progress. Movement is.

— TECH & AI STACK

Delivery · CRM & Journeys · Content & Creative · Intelligence & AI

Where I've operated.

Environment · Pressure · What I did.

Huxly

New-category launch under scrutiny.
Built the operating rhythm, message discipline and signal loop end-to-end.

EmpiriQ

Complex B2B audience, long sales cycle.
Segmented by psychology, sequenced content, shortened decision cycles.

Stephan Welz & Co

HNW auction audience, high-trust, low-noise.
Ran campaigns that spoke to conviction, not conversion — with measurable lift.

Township & mass-market

Audience trust is earned, not bought.
Ground-level messaging systems that respected culture and delivered response.

Digital-native brands

Speed and signal decide the winner.
Weekly cadence, feedback-driven creative, disciplined spend against signal.

First 90 days of a mandate.

DAY 30

Audit & Align

Map the current operating rhythm, message discipline and signal gaps. Agree the weekly cadence and owners.

DAY 60

Install the System

Stand up the delivery rhythm, audience systems and signal loop. Ship the first measured campaigns.

DAY 90

Compound

Feedback shortens the next cycle. Budget follows signal. The team moves without me in the room.

— DIRECT LINE

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