**Company:** Ogilvy & Mather Group UK, a WPP agency

**Role:** Account Executive, a client-facing role in the Ogilvy Healthworld practice focusing on pharmaceutical and healthcare communications

**Clients:** Global Big Pharma companies marketing their products and pipeline – experience working on oncology, neurological and over-the-counter portfolios

**Achievement:** Winning the agency’s Employee of the Month award a record 3 times in 2016

**Key responsibilities:**

***Strategic planning***

* Developed strategic marketing plans and corresponding digital media content deliverables for clients (e.g. social media copy and graphics)
* Created project plans and maintained status reporting for senior stakeholders

***White papers and thought leadership***

* Developed a thought leadership report following a major oncology conference, bringing together subject matter experts and client input
* Ran an online marketing campaign for the report’s publication to an audience of X
* Wrote the agency’s end-of-year report of all 2016 activities for senior client management

***Brand analysis and media monitoring***

* Determined key trends and topics for conferences through competitor, landscape and brand reputation analysis
* Responsible for daily monitoring of media coverage, sending a daily bulletin to all agency staff (X people) and sharing key items with clients

***Press release production***

* Produced key messages on clinical data and milestones to shape into press releases
* Managed global press release publication and buy-in from consumer/trade media outlets

***Crisis management and communications***

* Developed crisis documents to support press relations following poor results
* Designed client workshops to manage issues and crisis messaging

***Account management***

* Organised a global press conference with attendees from 12+ countries, handling all planning and logistics
* Responsible for setting meeting agendas and actions – leading client meetings as required
* Managed setting and tracking client and internal budgets of up to X, as well as overseeing supplier/vendor invoicing

***Winning new business***

* Researched new therapy areas to develop project proposal, becoming a core member of the pitch team to deliver winning proposal worth X
* Identified on-sell opportunities, in one case single-handedly auditing the client’s website and presenting findings as a proposal – leading to further new business and strengthening the client relationship