



CV

MARIE CAREY
07305 314 202

INTRODUCTION

Experienced Business Director with over 20+ years' experience within the Publicis Groupe. This also included a role as MD running our Irish agency, as well as a global role working closely with Saatchi and Saatchi in delivering integrated communication and activations for HomeAway. Strong business skills in Strategic Planning, Media Planning, Team Leadership and Cross Media (Partnership) Planning. Passionate about nurturing teams across all disciplines. My main area of expertise in Media is FMCG (L'Oreal, Nestle, Reckitt's...), but over my time in media I have worked across a wide range of categories including Mobile, Finance, Travel and Luxury Cars.

EXPERIENCE

DIGITAL CINEMA MEDIA (DCM) – BUSINESS DIRECTOR - SHORT TERM CONTRACT **JUL 23 – OCT 23**

Business Director in the sales team with responsibility of Big Screen sales across Publicis, 7Stars and Dentsu. The role involved the strategic sale of Cinema in the overall media mix, demonstrating the incremental reach of the medium and the consideration to 'Start with Cinema' as part of their new research insights.

CHANNEL 4 – COMMERCIAL LEAD - FREELANCE **OCT 22 – APRIL 23**

Customer and Commercial Lead originally across Group M agencies, but also a 3 month focus on Dentsu, IPG and Publicis. Responsible for all partnership briefs, working alongside 4Studio, 4Creative, Digital and Sponsorship teams to deliver bespoke brand activations to fuel revenue. Activated a Marketing Week award-winning launch for TSB and their new mascot ('Tiny' the elephant) via a premiere break in Gogglebox, plus blipverts across C4's highest rating shows throughout the weekend in line with their main TVC.

HEARTS AND SCIENCE – BUSINESS DIRECTOR - FREELANCE **APR – OCT 23**

Originally a 3-month contract to oversee critical planning periods across both Co-op bank and Center Parcs, but extended



MCAREY1333@GMAIL.COM



1 BALFOUR ROAD
W13 9TN



07305 314 202



MARIE-CAREY

Most recently freelancing, with my last roles in sales (DCM and C4) being more commercially-focused as agency partnership leader.

I am now keen to explore new media experiences that open more eco-systems and bring a designer approach together.

SKILLS

BUSINESS DIRECTOR

I understand what clients require and thus translating individual briefs into tailored solutions at pace. I have always worked closely with extended teams internally, as well as media owners, creative agencies, and other third-party stakeholders to create deeper, stronger solutions.

These ideas span from the short-term sales focused, for example, Nespresso Black Friday activations, event partnerships for Perrier, through to longer term partnerships for SMA Formula Milk with Made for Mums (Immediate Media).

In addition, I have worked closely with our Global team to localise partnerships such as Vice for Nespresso as well as the UK lead market in rolling

up until Oct. Limited team and new Client Partner, so in this role I ensured that both the day overall delivery, as well as the bigger thinking and strategy were met. For CP we activated their largest Global Radio deal, with talent at the centre to ensure CP consideration metrics were measured in their critical Jan sales time.

In addition, we worked with Carat (creative agency) to convince the new CEO (x CFO) to double his marketing investment on Co-op bank and for the brand re-launch! This involved my role as the main contact to their head of marketing to support this. This designer approach, was to be measured as the most ethical bank and KPI's were exceeded via a brand led investment.

PGONE – OCT – APR 22 - FREELANCE (ANNUAL PLANNING PERIOD) X ORAL CARE AND BRAUN

ZENITH BUSINESS DIRECTOR: RECKITT BENCKISER 2020 – 2021

Responsible for Hygiene and Health. Led a transformational team in adopting an audience (Data-led) approach to move them from their traditional TV buy to be adopted globally.

ZENITH - BUSINESS DIRECTOR: NESTLE 2017 – 2020

Working across several categories, each with their own challenges I sought to provide best in class solutions. For example, Nespresso wanted to understand the right model for Brand vs. Direct. For SMA developing the right communication platforms as to how best optimise their reach from pregnancy through to Birth / Infant Development via digital triggers vs. competing with their market leader on TV where there was too much wastage.

ZENITH GLOBAL BUSINESS DIRECTOR: HOMEAWAY 2015 – OCTOBER 2017

As a Publicis new business win, I worked closely with Saatchi and Saatchi on this challenger brand to Airbnb and launch comm's to a largely new European Market. This required excellent co-ordination across Publicis partners and markets.



MARIE.CAREY1333@GMAIL.COM



1 BALFOUR ROAD
W13 9TN



07305 314 202



MARIE-CAREY

out digital DCO for RB Hygiene and Health.

TEAM LEADER & INNOVATOR

A key strength lies in my ability to unify teams, defining clear roles and responsibilities, with clarity on expectations built on trust working towards one goal and overall vision. Experience in managing large teams and pulling in relevant agency resource.

INSIGHT DRIVEN

I focus on providing clients with the best ideas, firmly rooted in the most rigorous data-driven insight that goes well beyond the traditional agency tools such as TGI. My experience as an example, is working on the RB UK-led roll out of DCO enabled data-led audience insights to be applied cross media (e.g., Social).

REVENUE FOCUSED

From my experience as Zenith MD of Ireland, I am target driven to deliver revenue forecasts; identifying areas to upsell and taking accountability for delivery vs targets.

ZENITH IRELAND - MANAGING DIRECTOR

2014 – 2015

Managing Director of Zenith Ireland responsible for company operations, including financials, new business and client relations. This role included a blend of both local (Burger King) as well as UK based clients (e.g., EOne, L'Oreal...). Successfully led the transition (whilst retaining key clients) to Ireland's largest Media Group – Core Media (part owned by Publicis).

ZENITH UK - L'OREAL BUSINESS DIRECTOR

2006 – 2014

Business Director on L'Oréal Consumer and Luxe. Responsible for the day to day running of a large team, excellence in comm's planning and buying and building strong client relationships on one of the industry's most challenging clients.

ZENITH - VARIOUS

1995 >>

I started my career in TV Buying progressing to Manager before switching to the fledgling Zenith planning department at the time. I have worked on clients such as Lloyds, Carlsberg, Lexus, Kraft (Mondelez), as well as being part of numerous pitches including Pizza Hut, as well as the pitch team who originally won L'Oreal.

EDUCATION

ECONOMICS DEGREE 2:1: PORTSMOUTH UNIVERSITY

4 A LEVELS: GUMLEY HOUSE / PORTSMOUTH UNIVERSITY

9 GCSES: GUMLEY HOUSE

LIFE

Marie lives in Ealing close by to family and a network of friends, many through her time in Media! She is Godmother to 2 children and owner to a dog called Toto.



MARIE.CAREY1333@GMAIL.COM



1 BALFOUR ROAD
W13 9TN



07305 314 202



MARIE-CAREY

REFERENCES

Jo Beadell – Head of Media PGOne

Angus Mitchell – Commercial Leader C4

Tim Neligan – X CFO Zenith



MARIE.CAREY1333@GMAIL.COM



**1 BALFOUR ROAD
W13 9TN**



07305 314 202



MARIE-CAREY