



Senior Strategist - B2B - Ogilvy UK

Candidate Info

880 - Senior Strategist - B2B
N/A Redundancy -4

Available Immediately

Core Skills and expertise

https://recruiterflow.com/link/8b384801d78f

This individual is truly impressive, embodying intelligence, personability, and a polished demeanor, coupled with extensive experience in B2B marketing strategies that encompass branding, value proposition, product management, digital marketing, lead/demand generation, and integrated communications.

Like many accomplished Planners, their career began in account management before transitioning to a pure strategy role. Joining The Craft Consulting team in January 2018 marked a pivotal point in their marketing career, quickly revealing strategy as their true calling—a domain where they could leverage both analytical and creative skills.

At The Craft Consulting, they rapidly advanced, working within a team of four and progressively assuming greater responsibilities while managing larger projects in strategy. This role allowed them to develop a broad skill set due to the varied nature of their tasks.

Over a four-year period at the agency, they made steady progress and left in February at a Senior Strategist level. After their position became redundant due to agency changes, they focused on personal endeavors, including wedding plans, and completed the Mark Ritson MBA.

During their freelance period, they spearheaded a research project for a specialist marcomms recruitment business, which involved identifying and segmenting audiences, as well as developing and refining a go-to-market strategy, proposition development, and lead gen/outreach strategy.

Subsequently, at Hotwire, they led projects for clients in the fintech and technology sectors. Their role was a blend of strategy and client service, including strategy/project management for content syndication across various platforms such as e-books, whitepapers, and social media (specifically LinkedIn).

Currently, they are contracted at TMW in a Senior Planner role, leading projects in fintech, public sector, and manufacturing. Their responsibilities include developing new business, product/brand value propositions, go-to-market strategies, and communication & content plans.

Their influence also extends to the telco sector, where they have made significant contributions to various clients. Post-university, they were associated with RMA Consulting, part of the NTT Group.

TeamworkGo-to-MarketSales Operations

Experience

Consultant

Senior Strategist(Oct 2019 - Feb 2023)

The Craft Consulting

Account Manager(Jan 2018 - Sep 2019)

Account Executive, Positive Marketing(Oct 2016 - Dec 2017)

Rocketseed

Client Services Executive(May 2016 - Sep 2016)

RMA Consulting

Office Administrator (Jan 2015 - May 2016)

Would you like to meet the candidate?

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A successful Strategy Consultant with vast experience of designing, creating and delivering positioning, messaging and marketing strategies. Proven track record of working with a variety of complex technology SMEs and international brands, identifying target audiences, creating value propositions and developing key messages. Part of an award-winning team who work collaboratively to deliver end-to-end marketing strategies and campaigns from ideation to execution to distribution. Working closely with client stakeholders across C-suite, sales, marketing and technology to deliver strategic competitive advantage and growth.

Skills Summary

- Marketing Strategist
 - Brand/ ABM/ Portfolio Positioning
 - Solution/Product Categorisation
 - Brand Development
 - Demand Gen
 - Value Proposition
- B2B
 - Complex Propositions
 - SMEs to Global Enterprise
 - Messaging & Content
 - Competitive Positioning
 - Trend & Competitor Analysis
- Sales Acceleration & Enablement Assets
 - Lead Collaborative Workshops
 - Briefing, Planning & Budgeting
 - Bid Messaging Support
 - Marketing Plan

Career Progression

Oct 2019 – Feb 2023 Strategy Consultant - The Craft Consulting part of the Agent3 Group

- Worked on strategy and positioning projects across portfolio/ ABM/ Brand/ 1: few/ industry.
- Undertook market and whitespace analysis, trend finding and informational analysis.
- Leveraged an analytical process and problem-solving capabilities to deliver the accurate and relevant marketing outputs.
- Showcased extensive knowledge of the business technology industry, emerging technology trends, emerging business trends across multiple industries/sectors.
- Leveraged excellent critical thinking capability across strategy, project management, planning and creative.
- Conducted exploratory interviews with stakeholders across all levels and different departments - identifying challenges, capturing key points and building intelligence to form a part of the strategic thinking that allows for the building of positioning, messaging, and marketing/sales assets.
- Worked with and leveraged high volumes of information, rapidly collating and interpreting them to develop outputs for clients in the moment.
- Provided expert knowledge, best practice and insight to clients and internal teams.
- Delivered concise and confident rationalisation to colleagues and clients of the work developed, the methodology used and the thinking behind the conclusions and outcomes.

Achievements:

- Large enterprise software business – Worked closely with the client on a complex and detailed campaign from positioning through to sales enablement and asset creation, resulted in securing a substantial PO for further work.
- ** based software company (operates globally) – Worked with them on rewiring core parts of their company portfolio, to be used at a corporate level.
- Global enterprise technology company - Worked on ABM projects creating positioning and messaging for ERP, SCM, HCM etc.



wild squirrel

Candidate Submission

- Variety of technology companies – Worked with senior stakeholders to create compelling luminary campaigns, working collaboratively to identify new and emerging ideas that would resonate with the target market and attract the attention of customers.
- Ecosystem of businesses – Worked with group of global businesses to identify joint value proposition and group messaging to support demand gen activities.

Jan 2018 – Sept 2019 Account Manager – The Craft Consulting, Cheltenham

- Ran internal discussions, feedback and briefing sessions.
- Worked with cross-functional team on complicated workflows.
- Delivered go-to-market programmes and ABM campaigns.
- Provided a high level of attention to detail, delivering timely, cost effective and top-quality work and results.
- Worked closely with partners, third party suppliers, freelancers and journalists.

Achievements:

- Blue-chip global technology business – Long-standing and trusted relationship of 4 years working on global projects on a global scale across ABM, product, and luminary positioning.
- Large enterprise software business – Successful project completion in the ** (on-time and on-budget) led to introductions and further work with the US arm of the business.

Additional roles

- Account Executive, Positive Marketing (Oct 2016 – Dec 2017)
 - Client Services Executive, Rocketseed (May 2016 – September 2016)
 - Office Administrator, RMA Consulting (part of NTT Data ** Ltd.), (January 2015 – May 2016)
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