

# Paul Finch

## Senior Strategist

[pjfinch@gmail.com](mailto:pjfinch@gmail.com) +44 (0)7475570686

[pjfinchcreative.com](http://pjfinchcreative.com)

<https://www.linkedin.com/in/paul-finch-601a2b9/>

### Summary

### Career History

---

With over 10 years' experience as a senior strategist in brand, marketing, communications, and advertising, Paul is a creative, passionate, and curious individual and has achieved proven results in global markets with major brands. Paul has a dynamic approach, and strategically has led integrated campaigns for brand, marketing, advertising, digital/ social media, PR and experiential global agencies, particularly in the retail sector.

At Accenture London, Paul was a senior strategist in the internal marketing department, where he successfully led and grew a team of strategists, data analysts, and researchers, fostering new talent.

Throughout his career, Paul has collaborated with renowned brands across various industries, such as FMCG brands (Kraft, Nestle, Nespresso, Heinz, LEGO, Coca Cola), tech brands (Amazon, AWS, Google, Android, YouTube, Samsung, Microsoft, Canon, Nikon), luxury brands (Penfolds, Rolls Royce, Mercedes, BMW), automotive brands (Toyota, Mazda), global management consultants (Accenture, EY), travel and leisure giant Royal Caribbean, as well as telcos (Telstra, Optus).

Paul is skilled in transforming data into actionable insights and ideas using customer experience tools and frameworks such as CX methodology and Design Thinking. This enables Paul to address critical strategic questions from a customer focused perspective, leveraging consumer and cultural insights and future trends to define competitive advantages to meet client goals.

With CX methodology and Design Thinking, targeted audience data analysis, customer journey mapping, benchmarking and ongoing monitoring for effective campaigns, Paul writes and leads creative briefings to ensure creative teams have the best possible ideas to execute through multi channels. With campaigns, Paul has multi-channel experience including social media, PR, influencer, copy/video content, experiential, and email/CRM, optimizing each for campaign success.

Importantly, Paul builds KPI's defined in collaboration with key stakeholders and teams, writes and presents reports, and builds an accurate measurement framework that helps benchmark and monitor performance for campaign effectiveness and ROI. Analytical tools used are Google Analytics, Nielsen, Gartner, Brandwatch, Talkwalker, Google Trends, Omniture, GWI, Sprinkler.

Paul's ability to solve complex problems and lead customer brand experiences through a customer-centric approach, workshops and thought leadership has been instrumental in driving innovation. Collaborating with and leading agile teams, he plans strategy resources and delivers on brand proposals and goals.

Having worked across the globe with the world's best-known brands, Paul's strength is presenting and effective communication, along with influencing and relationship-building with clients, enabling him to distil complex brand challenges and consumer needs into simple, clear, and compelling narratives.

With a personal and professional passion for sustainability, ESG goals, and future trends, Paul utilises data-driven insights to deliver measurable success and drive growth for brands, key stakeholders, and their customers now and in the future.

### **Senior Strategist, Jan - Present 2023**

#### **LIBERATION BUILD, London (Agency) GOOGLE ANDROID**

Brand, Marketing, and advertising Strategy for Google Android EMEA retail campaigns for 2023 in UK, France, and Germany. Using CX methodology to drive awareness, retain market share and convert Gen Z customers. Channels – social media, influencer, video content, website, email, CRM, PR, experiential. \$3.5m budget for 12-month campaign. Market share growth targets of 26% achieved in first qtr.

### **Senior Strategist, July - November 2022**

#### **542 DIGITAL, London (Agency) WORLD GOLD COUNCIL**

Creative strategy, brand strategy, digital strategy (CX methodology, UX, UI) for World Gold Council website re-launch. Researching and benchmarking global industry category competitors, understanding global and regional end user behaviors and needs. Defining platform and product utility with website and integrated digital channels. Working with team of UX and UI designers plus full stack developers for execution of platform and product. \$1.9m budget for 18-month growth campaign. Multi-channel: social media, digital video content, influencer, website, email, CRM, SEO, PR, experiential.

### **Senior Strategist/ Creative Director, Feb – June 2022**

#### **GLIMMA, London (Agency) BORZO**

Creative strategy and brand strategy for global last mile logistics company BORZO. Repositioning brand to launch internal comms campaign and public facing brand re launch. Designing strategic multi-channel global marketing and advertising campaign. \$3.9m budget for global growth and awareness campaign. Media channels: social media, digital video content, influencer, website, email, CRM, SEO, PR, experiential.

### **Senior Strategist, Oct 2021 - Jan 2022**

#### **IMAGINATION, London (Agency) ROLLS ROYCE**

Creative strategy for global campaigns for Rolls Royce Motor Company. B2B, Media launch and B2C multi-channel campaign design and execution. \$6mill 10-month campaign targeted at R-RMC dealers, top media, VIP/ HNWI customers. Media channels: social media, digital video content, influencer, website, email, CRM, SEO, PR, experiential.

### **Senior Strategist/ Creative Director, May 2020 – Oct 2021**

#### **LINKVIVA, Dubai (Agency) BMW, DELIVEROO, LINK VIVA BRAND**

BMW retail campaign aimed at younger drivers, Gen Z direct to consumers to raise awareness/ desire, educate and inspire through test drive. Media channels: social media, digital video content, website, email, PR, experiential. \$750k budget

DELIVEROO awareness campaign leveraging #heretodeliver through the lens of best quality service to connect with restaurants, riders, and customers to enhance their experience, grow brand and service equity and drive sales through best quality utility. Media channels: social media, digital video content, website, email, PR, experiential. \$950k budget

Creative strategy and creative direction for global campaigns plus LINKVIVA brand repositioning, website design and launch using CX methodology. \$300k budget for website upgrade and social marketing campaign.

### **Senior Strategist, June 2019 – March 2020**

#### **Accenture, London (Corporate) ACCENTURE BRAND**

Supporting the sales Accenture teams for EMEA digital transformation new business pitches through integrated brand experience including digital and multimedia content.

Utilising highly analytical strategic and creative brand approach, targeting core brand values of client to align with Accenture. Impact – conversion of pitch into acquisition of digital transformation contract, increasing revenue for Accenture sales division. \$180m deal secured with French renewable energy company Engie.

## **Strategist/ Creative Director, Jan 2019 - June 2019**

### **Geometry Global, Sydney (Agency) ROYAL CARIBBEAN, EY, PENFOLDS**

Devising strategy to inform creative big idea that launched global integrated marketing and advertising campaign, to launch Lelepa Island, Vanuatu for travel/ tourism giant Royal Caribbean.  
Campaign design devised through highly analytical approach to understand how far to push the envelope of what's possible at the intersection of real-world customer experience and digital technology. Brand and product experiences enhanced through AR and VR technology. \$4.2m budget media launch and 18-month integrated awareness campaign. Media channels: social media, digital video content, influencer, website, email, CRM, SEO, PR, experiential.

## **Senior Strategist/ Creative Director, June - Dec 2018**

### **Weber Shandwick, Sydney (Agency) NESPRESSO**

Nespresso pitch win for Sydney city center flagship store launch 2018 campaign – strategy + creative direction. Generate national awareness and engagement with top media verticals and customers targeting Gen Z early adopters. Positioning the boutique Sydney city center store as the living embodiment of Nespresso's sustainability values and story – embedded in the fabric of the brand. Told in sequence to mirror the store's Engage, Involve, Explore zones, the launch concept brought a wide variety of national Australian media, influencers, Sydney City Council and retail stakeholders, members and prospects on Nespresso's global coffee journey. \$280,000 store launch and 12-month in store and social media awareness campaign. Media channels: social media, digital video content, influencer, website, email, PR, experiential.

## **Strategist/ Creative Director, Jan 2016 - Jan 2019**

### **Fourth Wall, Sydney (Agency) GOOGLE, YOUTUBE, AWS, OPTUS, BCG, SUNGLASS HUT**

2018 AWS Summit \$7m budget B2B, B2C social media, influencer, experiential, video content, PR.  
2018 Won Optus Sales Kick off 2019 three-way pitch against leading Australian agencies  
2018 Won Sunglass Hut brand experience campaign launch 'House of Sun' summer 2018 to support 12-month media campaign.  
2017 YouTube Creator Summit and Vidcon 2018 targeted at Millennial/ Gen Z  
2017 Optus – multiple brand experience campaigns  
2016 BCG/ Digital Ventures – technology center launch campaign  
2016 Google – won initial pitch for corporate events. Remains Fourth Wall's biggest client by revenue.

## **Strategist/ Creative Director, Jan 2015 - Jan 2016**

### **Jack Morton, Sydney (Agency) MICROSOFT, TELSTRA, NSW PLANNING DEPT.**

2015 Microsoft Windows 10 Global media launch, Australia Region. Targeted at millennials 'superfans'. Globally recognised by Microsoft head office in New York as the benchmark in exciting and immersive superfan experience.  
2015 Microsoft APC, Gold Coast, Australia. \$2m budget. 2,000 IT professionals/ web developers 3-day event  
2015 Telstra Licensees and Brand Partners Conference, Darwin, Australia. \$2m budget 1,500 delegates 4 days  
2015 NSW Planning Dept, Corporate Plan Launch. Digital video content series – consumer and internal. Devised strategy, scripts, directed videos.

## **Strategist/ Creative Director, Jul - Dec 2014**

### **LINKVIVA, Dubai (Agency) LENOVO**

2014 Lenovo Vibe smartphones brand and product launch, Dubai. Strategy and creative for brand experience retail campaign targeted at millennial style pioneers. Focus on arts and creativity. \$2m budget.

**Creative Director, Jan 2013 - Jul 2014**  
**George P Johnson, Sydney (Agency) TOYOTA**

2014 Toyota National Dealer Meeting + Sales Conference. \$3m budget, 450 dealers +partners 4-day conference. Dreamworld theme park + Jupiter's Casino, Gold Coast QLD.

## Education History

---

- BA (Hons) Architecture
- University of Greenwich

## Interests & Hobbies

---

- Drawing, painting, photography, surfing, snowboarding, skateboarding, road cycling, swimming, cricket, golf, cooking, travel, guitar.