

DANIELLA GRAHAM

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PERSONAL PROFILE

- Award-winning communications expert, specialising in data and insight-driven consumer and corporate strategy, measurement and evaluation
 - Experienced in designing and delivering consumer and stakeholder research to develop insights and inform strategic planning, using tools including Brandwatch, GWI and Signal AI, scripting surveys and polling using the platform Focalddata, and planning and facilitating qualitative research including interviews, focus groups and workshops
 - Passionate about sustainability, undertaking a part-time Master's degree in Environment, Politics and Society at UCL with dissertation focus on climate change communication
 - Experience working within the civil service, including in the strategic communications team at Public Health England to support its transition to UKHSA, and helping set up the strategic communications team at the Department for International Trade
 - Comprehensive knowledge of media and communications strategy, research and analytics and audience-driven creative planning, working alongside multi-discipline all-agency teams
 - Previously entertainment editor at Metro.co.uk, managing six permanent staff and a team of freelancers
 - Shortlisted for AMEC's 2020 Young Professional of the Year and winner of PRCA UK Young Lions 2018
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WORK HISTORY

Hanover Communications, Senior Strategist (October 2021 – Present)

Senior Strategist working within the Strategy and Insights team, overseeing strategy and research projects for clients across sectors including healthcare, automotive and sustainability

- Strategic lead on clients including Centre for Disaster Protection and Health Equals. Work includes client briefing, proposal and budget writing, audience segmentation and strategic development
- Lead planning and delivery of research projects including patient insights for BMS, policy landscape analysis for Health Foundation and EV market and consumer mapping for Nissan.
- Founding member of Hanover's 'green team' to drive internal sustainability policies and develop our external ESG positioning. Responsible for planning, scripting and write up of research for our guide to changing attitudes to climate action among business leaders
- Market Research Society certified, passing Certificate in Market Research with distinction

Public Health England, Senior Strategic Communications Officer (January 2021- September 2021 - FTC)

Responsible for strategic planning for the public health reforms programme, working across the internal and external communications teams to communicate a vision for the [newly-established UK Health Security Agency](#)

- Leading the development of internal communications events to update staff, including developing briefing materials for senior leaders including Dr Jenny Harries and Dido Harding
- Liaising with other governmental departments to develop aligned media materials relating to major news announcements, including the Government's 'transforming the public health system' policy paper
- Supporting the development and execution of an all-staff survey using quantitative and qualitative research methods, interpreting findings to develop a series of recommendations to inform future communications
- Using evaluation tools to develop metrics for communication objectives, assessing the effectiveness and impact of communication methods

MHP Group / Mischief PR, Senior Strategist (May 2015 - December 2020)

Responsible for developing and implementing best practice for insight-driven planning, measurement and evaluation across the agency, including working on new business pitches and leading training for all staff

- Strategic lead on First Choice's triple [Gold AMEC Award-winning consumer PR campaign](#), which increased brand consideration by 82%
- Utilised measurement data to advise clients such as TUI, Huawei and LEGO on improving the effectiveness of communications
- Oversaw the agency's awards output, leading to the agency's highest-ever award wins
- Winner of PRCA UK Young Lions 2018, representing the UK at Cannes' global competition

Early positions at Metro: Strategist, News Editor

Department for International Trade, Senior Communications Officer (secondment from Mischief, Oct 2016 - March 2017)

Seconded to the strategic communications department for four months

- Developed departmental communications strategy
- Developed communications plan for departmental activity
- Liaised with press office, agencies and other governmental departments

Metro.co.uk, Entertainment Editor (July 2014 - May 2015)

Oversaw Metro.co.uk's TV, showbiz, film and music channels, managing six permanent staff and a team of freelancers

- Worked with the SEO, social and development teams to develop content strategy and new content types
- Monitored analytics to establish trends, achievements and concerns and identify opportunities for growth
- Part of a senior team which ensured Metro.co.uk retained its position as one of the fastest-growing newspaper websites in the UK during a period of major structural change, reaching an average of 30 million unique visitors a month

Metro.co.uk, Night Site Editor (October 2012 – July 2014)

Oversight of web team content creation, including management of evening web staff with sole legal responsibility for content published on Metro.co.uk during evenings

- Responsibility for covering breaking news, creating and updating content on stories such as the death of Nelson Mandela and the Boston marathon bombings
- Management of Metro's social media channels during evenings
- Part of senior team which ensured Metro.co.uk remained one of the fastest-growing UK newspaper websites during a period of major structural change, reaching an average of 30million monthly unique visitors a month

Early positions at Metro 2010-2012: Digital Intern and Online Content Executive

EDUCATION

UCL (2021 – present)

MSc Environment, Politics and Society (ongoing)

Cardiff University (2007 – 2010)

BSc (Econ) Hons, Modern History and Politics: 2:1