

Colin Clark

Integrated Communications Planner

6 Sandringham Road, Petersfield, Hampshire, GU32 2AA

Mobile: 07808 931609

Profile

I am an award-winning integrated communications planner with vast levels of experience in ABM, direct marketing, digital, CRM, and advertising. I have held senior board-level positions in agencies as Head of ABM, Head of Direct Marketing and Planning Director. During this time I have won international awards for Volkswagen, Getty Images and COI from EDMA, ECHO, DMA and ISP.

In my spare time I'm a professional saxophonist playing tenor sax in a number of bands in Hampshire.

- **Planning & strategy**
- **Research, qual & quant**
- **Integrated communications planning**
- **Brand planning**
- **Creative development and briefing**
- **New business**
- **Insights and propositions**
- **Writing White Papers**
- **Response analysis and evaluation**
- **Leadership**
- **Client and staff development**
- **Presentation writing and presenting**

Commercial sector - key clients

- ABM for VMWare, Intuit, Salesforce, Commscope, Fitch Ratings, Tealium, NTT Data and many more.
- Volkswagen: Product launches, dealer activity. Winner of Echo and EDMA awards.
- O2: Brand positioning, audience segmentation, 'First' CRM loyalty programme, NPD
- IMB Europe; Pan-European launch of PCs and PC Direct
- RBS/NatWest Business Banking and Corporate & Commercial
- Development of launch planning techniques used for SunLife, Ignite, TUI, CooperVision and Patron.

Experience

Freelance Planner

Head of ABM Commscope, Tealium, Fitch, AVEVA, Getac	StrategicABM	March 2022 - July 2023
Strategy Director	Digital Radish	Feb 2022
Principle Planner Intuit, VMware, Lenovo, Sabre, Salesforce, NTT Data	The Marketing Practice	Nov 2020 - 2021
Senior Planner Maddox Germany, Baxter	The Purple Agency	Aug - Nov 2020
Senior Planner Innovyn - Biovynn, Grenadier launch	The Frank Agency	Jan - July 2020

Head of Planning**FivebyFive**

September 2016 - 2019

My brief was to rebuild the planning department and win the confidence of internal departments and clients. Both have been successfully achieved and a new planning process specifically designed for launches created. SunLife requested that I spend 2 days a week in their head office (Bristol) planning the launch of their Funeral Plan and Equity Release products, this lasted for 6 months and both launches were a success. Recently I've launched Ignite (CBD oil), created pan-European campaigns for CooperVision and planned experiential campaigns for SunLife, KittenSoft (Regina) and Dermalex.

FivebyFive - Achievements

- Created Launch Marketing positioning
- Developed Launch Planning methodology
- Won Launch projects from TUI, SunLife, Ignite and Calloway
- Became Sunlife's in-house planner
- Published White Papers on Launch Marketing and Baby Boomers
- Generated substantial income growth from planning year on year.
- Helped CooperVision attain number one positioning in Europe

Freelance.

June 2014 - 2016

PSONA - Lead Planner on RBS/NatWest Business and Corporate Banking (Awareness and Integrated Comms), American Express Corporate, SME and Merchant (CRM),

Tangible - Mind, PCUK, Vanguard, Royal Mail, Dixons

Rapp - Barclays Bespoke - digital strategy

VCCP - BMW Motorrad - Pan-European e-CRM.

Planning Director**Lateral Group.**

March 2012 - August 2014

As the COI was closing I approached one of our major suppliers, The Lateral Group and suggested they create an agency. Two months after setting-up we won the DCLG Right to Buy campaign featuring door drops, direct mail, contact centre, email, fulfilment and e-CRM. This campaign generated 13,400 sales, won a DMA Award and consistently achieved response rates of over 5% for direct mail and 3% for door drops. David Cameron took a personal interest in this campaign and it's success.

Team Head / DRM Planner**Central Office of Information (COI).**

Aug 2009 – March 2012

In December 2010 I became the first DRM planner in the Planning & Strategy Department, working on Govt. Communications Review, Tri-Services scenario planning (using econometric modelling), NHS Dentist campaign, Flu Vaccination campaign, Alcohol and NHS 111 launch across all media including advertising, digital and direct marketing.

COI - Achievements

- Persuaded a client to use in-house COI services for planning and creative, using my agency skills saving over £400,000 in fees and improving communication to citizens.
- As a planner I was involved in the Government communications review, focussing on international models and comparisons with franchise and centralisation.
- I planned the first Tri-Services campaigns using econometric modelling.
- Planned campaigns for NHS11, Alcohol and Flu.
- Wrote a guide to Data Management within the government.

Planning Director**Astound Direct**

2005-2009

Planning Director**Baber Smith**

2003 -2005

Planning Director**Crayon**

2001 - 2003

Planning Director**Tullo Marshall Warren**

1998 – 2001

Education

University of London, St.Mary's College.B.Humanities English and Classical Studies
Epsom College. O & A levels