

Senior Strategist - Omobono | The Marketing Practice, London

May 2022 - current

Responsibilities:

- Leading strategy on projects, owning strategic relationships with clients (PROS, Genetec, Iris, JATO, Azelis, SAP, Fortinet)
- Gathering key data through research, surveys, interviews, product and audience analysis, and ensuring strategies are well informed and clearly laid out
- Analysing clients' business problems, identifying opportunities to stimulate growth
- Defining client problem, identifying audience barriers and opportunities, drawing insights and translating them into succinct and inspiring creative briefs and creative propositions
- Defining messaging house, positioning, drawing out communication plans
- Solving problems with analytical mind, ensuring strategies are productive and generate client satisfaction

Achievements:

- Lead strategy and comms for brand, ABM and demand-gen campaigns for PROS generating \$18million pipeline (ca. 90 deals p/a, ave. \$200k)
- Created beyond the brief value-add strategy for client, bringing in additional \$300k agency revenue
- Lead strategy in winning pitches for a brand and demand gen projects

Senior Strategist - Columns, London

August 2021 - May 2022

Achievements:

- Lead strategy in winning pitches for branding projects
- Kick-started Columns' own social media strategy
- Lead successful brand and comms plans for brands like Shell, British Council

Freelance Strategist, London

March 2019 - July 2021

Achievements:

- Won pitches for World Animal Protection and World Wildlife Fund for Nature
- Lead exciting creative and client briefs for branding and fundraising campaigns for brands like Parkinson's UK, Scope

Sabbatical - Travelling

December 2018 - March 2019

Strategist - The Secret Little Agency, Singapore

April 2017 - December 2018

Responsibilities:

- Conducted qualitative and quantitative research for market, audience and product analysis through surveys, interviews, focus groups, online analytics including social media, observational research and workshops
- Interpreted research and analysis to uncover market blind spots and potential for strategic engagement
- Identified brand positioning, mapping customer journey
- Used research and analysis findings to identify strategic ambition and devise communications strategy
- Translated client ask into succinct and inspiring creative briefs
- Jointly met new business clients and running chemistry sessions
- Presented creative briefs and pitching campaign, branding and events ideas to clients
- Conducted analysis and compiling post-campaign value reports for clients highlighting ROI and learnings

Achievements:

- With in-depth research, analysis and creative problem solving, provided strategic thinking for winning pitches for brands like Nestle, Cold Storage, and Tanjong Beach Club
- Turned around public opinion and brand engagement through taking over content strategy of Singaporean Telco Starhub's social media
- Jointly ran Singapore's most hyped Game of Thrones Season 7 launch activation with HBO

Client Relationship Manager - 1880, Singapore

September 2016 - February 2017

Achievements:

- Successfully managed transition of memberships data into Salesforce and data clean-up project
- Created and maintained a dashboard with regularly updated membership reporting
- Exceeded monthly targets of creating leads and securing memberships

International Accounts Manager - PPL, London

May 2014 - May 2016

Achievements:

- Delivered over £10 million collections exceeding the budget by 11%
- Consistently maximised revenue for performers such as Adele, Daft Punk, and producers such as Ministry of Sound
- In the first year doubled income for Public Performance and Broadcast in Germany

Account Manager / Technical Customer Care Manager / Circulation Analyst - SAGE, London

May 2006 - May 2014

Achievements:

- Identified trends in platform usage resulting in successful negotiations with the consortia and consistent increase in journals sales
- Captured illegal misuse of SAGE resources preventing loss of revenue
- Developed and implemented Customer Service procedures improving SLAs

Customer Care Specialist - Cable & Wireless

September 2005 - May 2006

Education

Humboldt Universität zu Berlin, Germany - M.A. in Media and Cultural Management

2003 - 2005

University of Szczecin, Poland - B.A. in English Philology

2000 - 2003

Ernst-Moritz-Arndt Universität Greifswald, Germany - Socrates Erasmus scholarship for B.A in British and American Studies

2001 - 2003

Languages:

English (native), Polish (native), German (basic), Mandarin (basic), British Sign Language (basic)