

Sam Watkinson

Senior Strategist

Borne

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I help the humans behind brands connect with the humans who buy from (and buy into) them. Planner and strategist with experience across B2B & B2C, building brands for the real world. Doing some thinking, with a tilt towards driving effectiveness and using data to deliver insights. I help the humans behind brands connect with the humans who buy from (and buy into) them. Planner and strategist with experience across B2B & B2C, building brands for the real world. Doing some thinking, with a tilt towards driving effectiveness and using data to deliver insights.

Skills

Leadership, Problem Solving, Account Direction, Client Services, Account Planning, Consumer Insights, Focus Groups, Workshops, Creative Strategy, Advertising

Employment

Borne Senior Strategist	01/11/2023 -
Fountain Partnership	01/04/2022 - 01/11/2023
Senior Account Director	01/04/2022 - 01/11/2023
Account Director	01/12/2020 - 01/04/2022
krow group Account Planner	01/10/2019 - 01/12/2020

bigdog Agency	-
Account Planner	01/11/2017 - 01/10/2019
Planner - Insight & Analytics	01/09/2015 - 01/11/2017
balloon dogballoon dog Client Engagement Executive	01/09/2014 - 01/09/2015
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Education

Durham University
Bachelor of Science
(BSc)