



Brooke Fenton-Soman

Mid-Weight Strategist

I'm a brand strategist with proven experience in planning and coordinating social media campaigns across the beauty and fashion industry. I approach projects with a customer-first approach with heavy emphasis on connectivity, carrying out meticulous market research to execute strategic solutions that will resonate.

Contact

Phone

+44 7473 177 279

Email

brooke-fenton@live.co.uk

Address

London

Qualifications

2019

IPA Foundation

Institution of Practitioners in Advertising

2019

Level 3 NVQ Diploma in Marketing

City and Guilds

2019

Level 3 Certificate in Principle of Marketing

City and Guilds

Expertise

- Brief Interrogation/ Writing
- Presentation
- Growth Planning
- Data Analysis
- Qualitative & Quantitative research
- Cultural Insights

Language

English

Experience

2021 - 2023

Cult Creative Agency

Strategist

As a Strategist, I developed and implemented strategic initiatives for our clients, analysing, planning, and executing these projects. With a solid understanding of market dynamics and consumer behaviour, providing valuable insights and recommendations to drive business growth, PR fame and improved brand perception. My role is pivotal in assisting, shaping and executing the long-term strategic direction of our company, working with the marketing team to translate and communicate our learnings and successes. Bringing a strong analytical mindset, excellent problem-solving skills, and the ability to collaborate effectively with cross-functional teams.

2019 - 2021

Mediacom

Ad Ops Specialist

As an Ad Ops Specialist, I manage the technical aspects of our digital advertising campaigns and ensure their successful execution. I work closely with the marketing team, clients, and vendors to implement and optimize ad campaigns across various platforms. With a keen eye for detail and a strong understanding of digital advertising technologies, I ensure that our ads are delivered accurately and efficiently, meeting campaign objectives and maximizing performance. I collaborate with the marketing team to understand campaign objectives, targeting requirements and KPIs, providing regular reports on campaign performance, highlighting key insights and recommendations for improvement.

2018 - 2019

Mediacom

Media Apprentice

As a Media Apprentice, I support the media team in various aspects of media planning, buying, and campaign management. Working closely with senior media professionals, I gain hands-on experience and contribute to the execution of effective media strategies across different channels. With a passion for media and a willingness to learn, I assist in implementing media campaigns, analyzing performance data, and staying updated with industry trends and best practices.

Reference & Links

Reference available on request

Creative Brief - [Link](#)

Professional Beauty - [Link](#)