

JACOB PRITCHARD

About me:

I am an ambitious and curious junior strategist with 1 year experience in an agency working across major alcohol and app-based brands in an experiential and shopper space, while additionally freelancing in social media, SEO and graphic design for 3 years prior. What excites me the most is observing the world around us and predominately understanding people and why we act the way we do and colliding it with an exciting insight where creativity radiates to make a compelling future for the brand. I enjoy the flexibility of strategy, adjusting thinking to different audiences, different cultures and different brands.

I am currently seeking new opportunities to broaden my strategic experience and further develop my knowledge of our industry and embrace more responsibility for the development of brands.

Key Skills:

- Understand and interpreting cultural trends to ensure a living, breathing version of the brand will speak to the right audience.
- Keen eye for social trends and I am social media savvy which led to me become social media manager for the agency.
- Wide range of research skills from both primary to secondary in both qualitative and quantitative research.
- Experienced in market interviews and trade visits to reporting back finding for the brief and understanding the needs and opinions of markets.
- Skilled at unearthing key insights and strategic responses to briefs which in-turn excites the creatives.

Where I've been:

RPM Ltd (*Experiential and Shopper advertising*)

The Old Treacle Factory, 24-40, Goodwin Rd, London W12 9JW



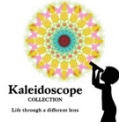
Strategy Executive (2021 – 2022)

Working on a range of different brands within the agency allowing for the opportunity to better understand my strengths and passions while also understanding the fundamentals of Strategy. I assisted in the initial research of category and cultural understanding. The accounts have given me key exposure across disciplines from retail, social, brand building and experiential marketing.

- Collided culture with brand to understand and develop the cultural partnership between Captain Morgan and Gaming, and secondly identify best ways to show up in this space.
- Launched the campaign 21 Diamond's for Smirnoff, understanding key markets to tap into and how to best level up their voice of 'infamy', rewarding the agency with Shopper awards.
- Helped develop Sky's, The Hundreds into a local community by working with a local graffiti artist to rejuvenate a local community park in Lambeth.
- Lead the initial research of culture and audience to re-frame Miller genuine draft from an evening, VIP select lager into a daytime and culturally relevant brand in markets such as South America, Argentina and even Kazakhstan.
- Worked on a global TTL toolkits, tasked with understanding and differentiating between the maturity of whisky in different markets and adapting comms as a result for Johnnie Walker.
- Took on the responsibly of the agency social media accounts. Whilst also being first to support our community outreach projects such as work experience and helping local schools understand

the marketing and advertising industry and learn what creative opportunities are available in the world.

Freelance creative (*social media, SEO and Graphic Design*)



Creative (2020 – current)

Whilst at university I began to reach out within my local community to see if any small businesses could use my skills of social media and graphic design which allowed for real world practise and client relations. Since then, I have honed my skills of social media management and SEO, helping small businesses raise their social profile and raise their share of voice in a digital space, allowing for them to grow within their community and drive more traffic to both their website and physical stores/restaurants/centres/pubs.

- Helped rebrand the look and feel of a pub from social to internal POS. While also helping coach the landlord how best to raise awareness of up-and-coming events.
- Partnered with a design agency to distribute a new brand world they created for a boutique hotel chain into the communication and information tools of the hotel, from menus to maps.
- Led the social media accounts of over 15 different mortgage brokers whilst working with Social for Brokers.
- Outlined best customers path to purchase framework and unearthed insights of category and consumers for the accounts of a boutique marketing agency.

McCann (*work experience – PR, Creative, Strategy*)

Communications House, Highlands Rd, Shirley, Solihull B90 4WE



I was granted the opportunity to a full immersion into an agency from PR through to strategy. Here I took a deep dive into how to unearth PR moments and how to explode a campaign onto the scenes. I was tasked with projects to reinvent the serve strategy of Bacardi and I was also taught the fundamentals of McCann's strategy framework, here my observation and research of customers buying decisions of dog food, help sculpt the rebrand of Butchers nourishing food for dogs.

Havas (*Work Experience – Strategy*)

Phoenix Way, Cirencester GL7 1RY



Here I focused on learning behaviours through social listening and qualitative research which helped in the understanding of how to extract audience insights. I also sat within master classes which taught the skill of writing a compelling brief.

When I'm not at work:

As I am only a year into living in London, I am often out exploring the city and finding some great spaces to hang out and take my friends to. With many passions from food to sports. London seems to be the perfect playground with wonders around every corner that I love to sip my way through.