

Jo Juber CV

<https://www.linkedin.com/in/joannajuber/>

Director/Head level strategist. Versatile thinker with a deep fondness for chewy problems and creativity.

About me

I have two decades of agency and client-side experience in the UK and APAC, most recently in senior client-side brand and marketing roles.

Strategy is my heartland and I have used this skillset throughout my career, from the things you would expect like writing briefs and brand/comms/campaign strategies, through to creating new operating models and driving organisational change; because quite simply, it's hard to build a brand and exploit the commercial power of creativity without the right relationships, talent and systems in place.

Last but not least I love supporting others and am a committed mentor with Bloom, the School of Marketing and as part of my university alumni network.

Skills

- Brand transformation; from strategy, to identity and roll out across all marcomms, digital estate, products and experiences
- Strategy for brand campaigns – creative and media inc. digital and social
- Designing and setting up new operating models for brand and marketing within client-side organisations including agency relationships and processes
- Research and insight; overseeing research partners from audience testing to brand tracking
- Excellent relationship building and influencing skills with clients and agency partners inc. at board level
- Collaboration; I love working with others from creatives to designers to data and user experience experts. I can also facilitate workshops, but think these should be *very* sparingly
- Team building and general management inc. budget responsibility.

Experience

Lloyds Banking Group

Brand marketing lead, Halifax

September 2021 – May 2022

I was recruited to lead brand marketing for the newly revitalised Halifax brand working closely with agency partners, media owners and collaborating with a multi-disciplinary team of colleagues across analytics, digital and customer engagement. I co-managed a team of 12 talented marketers and was solely responsible for a £30m+ budget.

During this period Halifax moved into the number 2 spot behind Lloyds Bank as the strongest bank brand in market.

Macmillan Cancer Support

Head of Brand

London | 2016 - 2021

I was initially recruited as Head of brand advertising and then took on a broader role, leading an 8 strong team responsible for all aspects brand management including brand advertising.

Macmillan is the #1 charity brand in the UK (YouGov) and has been since the charity index started in 2017. It is also the second biggest charity in the UK with 2000+ permanent staff and an army of volunteers and allied healthcare professionals inc. nurses and GPs

- Led the transformation of the Macmillan Cancer Support brand between 2019-2021 from appointing agency partners to strategy to activation.
- The first outing of this new brand strategy 'Whatever it Takes' become one of the most globally awarded campaigns of 2021 with recognition at Cannes Lions, D&AD, and Campaign's film ad of the year. This creative success translated into commercial impact with a 24% uplift in donations.
- Led the development of Macmillan's first ever advertiser funded programme (AFP) with Channel 4, leading complex financial and contractual negotiations and getting exec board and trustee sign off
- Successfully consolidated Macmillan's extensive creative and media agency roster including setting up a new operating model for how Macmillan works with agency partners

Maternity leave

October 2015-August 2016

Mindshare UK

Strategy Director

London | April 2015 – September 2015

I was recruited to bring creative agency thinking into media. Clients included Jaguar Land Rover, HSBC and SlimFast.

- Strategy lead on HSBC working closely with JWT and multiple media owners on rolling out a new positioning 'Together we advance'
- Strategy lead on the re-launch of Slim Fast for its new owners Kainos capital including brand positioning and communications planning for 'Works for me', which is still running today.

Naked Communications

Strategy Director

London | December 2013 – April 2015

I was recruited as retained global strategy lead on Virgin Atlantic (Brand and Flying Club) overseeing 3 mid/junior planners

- Worked closely with RKCR and then Adam&EveDDB and Manning Gottlieb OMD on transforming the Virgin Atlantic brand with a new positioning and advertising campaign 'Let it fly'.
- Reinvented Virgin Atlantic's loyalty programme 'Flying Club' in a year-long project working with Boston Consulting Group; joining the dots between brand, creativity and customer experience with a focus on digital transformation

TMW

Senior Planner

London | September 2012 - December 2013

I was recruited to bring brand thinking to a high-profile mix of clients and new business, including Unilever, Reckitt Benckiser and Diageo.

As retained lead planner on multiple Unilever brands I worked closely with Facebook, Google and Mindshare on developing digital marketing frameworks to help up-skill their brand managers.

J. Walter Thompson

Senior Planner

Singapore | August 2010 – June 2012

Clients included Diageo, Friso, Mattel, Singapore Tourist Board and Singapore Economic Development Board

A mix of brand and digital projects including the launch a new global positioning for Friso (Infant formula brand) in 15 markets and a new website content strategy and media partnerships for the Singapore Economic Development Board aimed at the UK, US and Germany

ActionAid (Global NGO)

Digital Engagement Manager

London | February 2008 – June 2010

Led a two-year digital marketing transformation project working with a roster of digital agencies and consultants to optimise ActionAid's online presence and help the organisation adapt to, what at the time, was the new world of social media.

VML London (WPP)

Marketing and Research Manager

London | May 2006 - December 2007

Client research and lots of pitches. Brands included Audi, Aviva and British Airways.

Communiqué 360

Senior Account Executive

London | March 2004 - June 2006

My first advertising job at a small integrated agency. Clients included Diageo and Mazda.

Education and recognition

Royal Holloway, University of London

Egham, UK | 2001-2002

MA in Modern History

University College London

London, UK | 1998-2001

BA (hons) in History 2:1

Haberdashers' Aske's School for Girls

Elstree, UK | 1991-1998

4 A Levels and 9 GCSE's

Awards: IPA effectiveness Gold, Cannes Lionsx2, D&ADx5, British Arrows, Campaign Big Awards (Macmillan Cancer Support for Not Alone and Whatever it Takes), DMA awards (Flora for Unilever)

Features: Thinkbox annual 2021 talking about telly, as well as Fundraising Magazine, Campaign and Campaign Asia Pacific (I wrote a paper on paid, owned and earned media called 'paid to made').

Outside interests

Hanging out in the parks and playgrounds of South East London with my two children Miriam and Leo, Comedy (I love 90s alt comedy, expect plenty of terrible Alan Partridge and The Day Today quotes), attempting (badly) to make my favourite Chinese food dishes and exploring the Victorian graveyards on London or any excuse to indulge my love of history in an unusual way.