

# KERENSA AYIVOR

Consultant Strategy Director



## ABOUT ME

Commercially focused, [entrepreneurial strategic leader](#), with experience gained in client-side, in-house and agency roles, in the retail, banking and fashion sectors.

Marketing all-rounder with specialisms in Brand Strategy, Loyalty & CRM, Data Analytics, Promotional Marketing and Campaign Development. [Skilled at developing and delivering strategic ideas](#), via ATL, BTL and integrated campaigns.

My mission is [helping businesses create a meaningful difference](#), by unearthing strong insights that help bring brands to life in ways that are impactful, engaging and profitable.

## Experience

### CONSULTANT STRATEGY DIRECTOR

Self Employed (July 2020 – present)

Strategic consultancy for creative agencies and brands, in multiple disciplines and sectors.

- **TLC Marketing:** Consulting for TLC Marketing on strategic projects and pitch work - MoneySuperMarket, THREE Mobile
- **BIG Little LDN:** Creative strategy for brand amplification - Better Nature
- **EDJE Art Africa:** Brand and content strategy for African Art Gallery
- **Speaker** on media planning at the DMA Summer Bootcamp

### PLANNING DIRECTOR

TLC Marketing (Nov 2018 – June 2020)

Part of the agency Leadership Team, having been appointed to the UK board of Directors in January 2020. This promotion was a result of me elevating planning to a pivotal function across the agency by winning 20 new business pitches in 18 months, authoring thought leadership articles with a 32% conversion from CTO to meeting, and raising the agency's profile within the wider industry.

In this role I challenged the hierarchy, brought in fresh ideas and made space for younger voices. I overhauled strategic capability by introducing new ways of working, briefings and timelines to better our collective work.

Appointed global planning lead on international briefs and pitch work; led cross-functional projects for key departments and the board of directors. Instigated and led planning catchups across 15 countries to foster better learning and collaboration.

Strategic direction for a mix of clients and campaigns, in multiple sectors:

Yeo Valley | Superdrug | Soreen | Vileda | Fulfil | Scotchbrite | Ferrero | Kinder | New York Bakery | Olympus | Endsleigh Insurance | Barclay Card | Zero | Carte Noire | Bacofoil | Continental Tyres | Hungry Jacks | E-ON | BUPA | For Good Causes |

- Led the development of all strategic work across brand campaigns and loyalty
- Incorporated strategy (briefs, propositions and insights) into the creative process
- Created effectiveness reports for brand, engagement & financial metrics
- Generated consumer insight that unlocked opportunities and new perspectives
- Skilled storytelling: created and presented clear thinking in client pitches
- Nurtured inspirational idea generation through brainstorming and client workshops
- Led comms planning by channel and need state: Social, D2C, In-store, Trade, OOH
- Fostered learning culture through frameworks, creative, articles, research, courses
- Mentored strategists within my team and externally via the DMA
- Developed internal strategies for NPD and product portfolio development
- Developed the transition strategy for TLC UK coming out of COVID19 lockdown



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## TAKING PART

I'm an active participant in various trade forums, committed to mentoring young and emerging talent, and have been published in the marketing press.

DMA Customer Engagement Committee Member, DMA Mentor to young talent, APG Bursary Award Winner 2019, Sweathead Strategy Member, Planning Dirty Member, Allbright Collective Member, Chair of DMA roundtable (white paper on Mars comms.)

Author of *What's Hot* and co-author of *The New Norman and Norma*.

## SENIOR ACCOUNT MANAGER, REWARD TLC Marketing (April 2017 - July 2018)

In this highly commercial role, I used my analytical skills and ability to turn big data into actionable insights and strategies, to meet challenging targets.

Over 16 months, I retained 90% of my clients, generating ROI of £8 - £15 for every marketing pound spent. And my clients invested £1.9M in my strategies.

- Gained C Suite confidence as a CRM expert: defining business objectives, commercial targets and developing the campaigns required to deliver results
- Used behavioural and purchase data to create personalised campaigns, incorporating segmentation, dynamic offers and geo-targeting: Greene King
- Worked with data analysts to deliver insight sessions based on real purchase data, helping brands understand consumers, market trends and competitors
- Devised robust testing methodology to plan and implement campaigns with ownership of post campaign analysis and key stakeholders presentations

## INTERIM SENIOR CRM MANAGER BrightHouse (April 2016 - Aug 2016)

Contracted to create a road map for a new CRM programme, I gained sign-off on a 500k strategy and led the delivery of the following key initiatives:

- BRAND: articulated brand values, USPs, TOV, creative and brand proposition
- CHANNELS: understand performance via SMS, in-store, tele-sales, DM & Email
- DATA AUDIT: consumer insight & data interrogation to identify core audiences
- AGENCY OVERSIGHT: ran pitch and appointed MRM McCann to aid delivery
- In addition to strategy development, I also managed BAU marketing

## CUSTOMER RELATIONSHIP MANAGER Oasis Fashions (Sep 2007 - June 2014)

Transformed the CRM programme into a profitable brand asset by applying a combination of creativity, strategy and insight. This led to my remit being expanded to include ECRM in 2012.

Re-launched loyalty comms to deliver the brand vision, improving sales by +6% and delivering 11% of total company sales annually. Re-launched the loyalty website resulting in a +53% increase in online sales.

Introduced new segmentation tool, identified data-driven Oasis fashion tribes, and developed 'money can't buy' strategy to enhance aspirational positioning (executed via secret sale, shop the shoot, birthday strategy and VIP book club).

- Owned tiered annual CRM programme incl. forecasting & financial performance
- Implemented magazine promotions with Grazia, Look, Glamour, Elle and Vogue
- Drove increased ROI and RR using segmentation and customer journey mapping
- Created a partnerships strategy, with Vintage at Goodwood, Benefit, Toni&Guy
- Developed online contact strategy around acquisition, retention and lapsed
- Managed all customer touch points, creative positioning, TOV and testing methodology; and creative execution (concept, design, copy, print and fulfilment)

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## INTERESTS

I like to keep fit with running, tennis, yoga and boxing, and I keep my mind fit through the discipline of meditation.

As the founder of African textile brand NYORNU, I have used my entrepreneurial spirit to combine my love for fashion and African Art & Textiles.

Family life keeps me pretty busy, but in my spare time, I enjoy Afro beats, interior design and photography. I'm an advocate for social change, and give my time to support issues that matter to me.

## SENIOR ACQUISITION EXECUTIVE

Morgan Stanley (May 2006 - Sep 2007)

Delivered high volume ATL and BTL acquisition campaigns incl. Direct Mail, Member Get Member programmes, Press, Radio and OOH.

MS Platinum | Buy and Fly | LBS

- Responsible for campaign development, deployment and performance
- Co-created data models with Experian to target appropriate consumers
- Managed creative & media agencies: Grey London, BEC London, Starcom Media
- Developed creative propositions for new to market credit cards

## CAMPAIGN EXECUTIVE

GE Consumer Finance (Dec 2003 - April 2006)

This highly structured role allowed me to learn from the best in CRM, as GE Finance was the biggest provider of loyalty cards on the high street. I managed Russell & Bromley, New Look, Bentalis and Mothercare.

- Used test and learn methodology to drive long term profitability
- Implemented early life, retention and anti-attribution strategies
- Ensured marketing compliant with regulatory requirements (opt-in/out)

## Education

Nottingham Business school, Nottingham Trent University: BA (Hons) European Business with French - 2:1

Herman Gmeiner International College, Ghana  
IB: 32 GCSEs: 8 subjects at grades B & C (incl. maths and English)

DMA Courses: Customer Retention

APG Courses: Agile Thinking, Essentials of Strategy,  
Why Did No-one Teach Me This?