



Sarah McManus

HI. NICE TO MEET YOU.

FREELANCE STRATEGY DIRECTOR

EXECUTIVE SUMMARY

I am a freelance Strategy Director with tons of experience across all sectors. I am an integrated thinker with a social media first approach to activation. I love brand purpose, brands doing good, challenger brands & start-ups..

SKILLS AND EXPERTISE

Like all good strategists I can deliver: Insights, research, audience building & deep understanding of the humans, building consumer personas, brand strategy, brand purpose workshops & positioning, social media strategy, media strategy, comms planning, brief writing, inspiring creatives, reviewing & judging creative against brief & problem, measuring & analysing creative & campaigns & you know, generally thinking strategically.

I am a freelance Strategy Director & Brand Consultant that can hit the ground running. I work both within agencies & direct with brands giving me agency & client side experience.

I am quick to get to the problem & truly experienced across sectors. A thinker as well as a doer. I can lead on brand strategy & business strategy or both at the same time. Basically everything you need from a freelancer. I think, I do & I am nice to work with. Ask any of my clients.

Before spending the last 5+ years as a Strategy Director, I spent 10 years in client services so I really understand clients. Give me 5 mins with a client & I can identify the problem. This isn't the problem on the brief, or the problem the whole agency or business could spend loads of time (& money) on to get wrong. My experience on both agency & client side helps me frame the business problem & my tangible experience in creative & media activation helps in solving the problems.

I am awesome at pitches. My research is focused, my decks are ready to present, my briefs are clear & my team collaboration is great. I am quick & efficient but challenging. I can work from pages of detail or a 5 min call.

Because I get the activation & the detail needed in the real world, this makes my strategy solid & fit for purpose. I am not a Strategy Director that comes up with lofty plans that brands can't afford & no one can activate.

Looking forward to working with you.

Sarah

| PROVEN TRACK RECORD | GREAT TEAM PLAYER | LONG TERM
FREELANCE RELATIONSHIPS | DEEP PROBLEM SOLVER |



Sarah McManus

FREELANCE STRATEGY DIRECTOR

WHY DO I CHOOSE SMALLER AGENCIES & BRANDS?

I haven't worked at the big famous agencies & I haven't won any Cannes Lions. This shouldn't be important, but to some it is. So I am getting it out of the way. I think working at smaller agencies or brands with a challenger mindset is a huge strength. At big agencies you work in large teams on small sectors. BUT working at smaller agencies I really have touched every part of the project, on every client in every sector. I haven't worked on one client for years, I work on multiple clients a day. That makes me a bloody good strategist.

PASSION TO DO GOOD

I really believe in the power of brands & agencies to do good & contribute to making the world a better place. I am passionate about being part of change, doing good & being better. I am selective in the brands & agencies I work with.

FREELANCE EXPERIENCE

STRATEGY DIRECTOR & BRAND CONSULTANT @ NOT ANOTHER CONSULTANT

July 2020 – present day

RECENT WORK WITH AGENCIES:

- Pitch work for Smirnoff, Hydra Facial, HyperX & St Tropez for Hot Pickle, The Fitting Room & Cult London
- Business strategy & positioning for consumer tech PR agency Zaboura
- Social media, business & comms strategy for BeMyApp agency in Paris
- 8 month placement leading the BMW brand & social media strategy (in house agency, effectively working client side) in BMW brand & BMW Group to deliver brand & social strategy & repositioning

RECENT PROJECTS DIRECT WITH BRANDS:

- Brand strategy, marketing strategy & media planning for social enterprise start-up Roundups & fitness start-up Goodnick
- Brand & social media strategy for DTC hair brand launch Hob Home Care
- Paid social strategy for kids fashion brand Jacadi
- Social media strategy & positioning for premium hotel brand Dart Marina
- 6 month role as Brand Strategy Director for Korean cult brand Grounded Kitchen

AGENCY EXPERIENCE

STRATEGY DIRECTOR @ MEDIA BOUNTY PROMOTED FROM SAD -> GAD -> SD

Jan 2014– June 2020

- Created the Strategy department
- I created & managed our media department – pioneering a transparent media offering. We went on to win the media contracts from some of the big dogs
- I was on the leadership team at the agency & helped run it. We won big awards in 2019 including Social Media agency of the year (Drum).
- Delivered strategy for: Hilton, Bodyform, Meatless Farm, Luxardo, Siemens, Bosch, KIND Snacks, Luxco & Heinz to name a few



FREELANCE STRATEGY DIRECTOR

A LOVE FOR CHALLENGER BRANDS

I have worked at challenger agencies so have challenger mentality ingrained in how I work. I love using my big brand experience to challenge, disrupt & change categories in favour of the independent brands, growth start-ups & brands doing good.

VOLUNTEERING EXPERIENCE

Strategy mentor for the 30 Minute - University of Planning.

Pre-covid I volunteered with the Literacy Trust to help young kids learn to read as well as worked in my local borough to rejuvenate green spaces.

Pro Bono work at Media Bounty for Greenpeace & World Land Trust.

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AGENCY EXPERIENCE (CONT)

SENIOR ACCOUNT DIRECTOR @ SPACE

Dec 2013 (freelance)

- 2014 pitch work for Heineken (won)

SENIOR ACCOUNT DIRECTOR @ AMPLIFY

Jan 2012 - Nov 2013

- Headed up the Social Media team, becoming the go to person for Social Media within the agency

ACCOUNT DIRECTOR @ METHOD TWO

March 2009 - Dec 2011

CLIENT SERVICES MANAGER @ THE ALTERNATIVE

July 2008 - March 2009

SENIOR ACCOUNT MANAGER @ EXPOSURE

March 2008 - June 2008 (3 month contract)

ACCOUNT MANAGER @ BECAUSE

Dec 2004-March 2008

EDUCATION

MINI MBA IN MARKETING

- Marketing Week with Mark Ritson. Due to finish in Aug 2022

LONDON SCHOOL OF MARKETING @ IMPERIAL COLLEGE LONDON

- CIM professional Diploma in Marketing

GOLDSMITHS COLLEGE, UNIVERSITY OF LONDON.

- 2:1 B.A (Hons) in Media, Comms Studies & Sociology

SIR JOSEPH WILLIAMSON MATHEMATICAL SCHOOL

- 3 x A Levels

THE ROCHESTER GRAMMAR SCHOOL FOR GIRLS

- 10 x GCSEs