



CAROL ROBERTS

I am an experienced Senior Account Director, where I have developed a deep understanding of effective communication campaigns and strategies. Having been exposed to a diverse range of international and domestic brands and charities, I have a wealth of experience dealing with c-suite clients, specialising in innovative socially responsible campaigns. This has included realigning a global law firm to become purpose-led, launching Nestlé's Purina 'We Are Better With Pets' societal movement in Europe and successfully campaigning to make standardised cigarette packaging law in the UK with Smokefree South West. As a result, this has grown my passion for social and behavioural change and shaping a culture for good. I'm looking to work in an agency that share my values of creating meaningful, strategic communications to work towards a more equal and sustainable society.

SKILLSET

Leadership:

- ☐ Lead and develop senior client relationships for Global, European and UK accounts.
- ☐ Responsible for leading accounts across multiple departments and co-ordinating teams.
- ☐ Lead interagency relationships with media partners and other creative rostered agencies.
- ☐ Management, personal development and support of junior members of Account Management team.

Integrated / Through The Line:

- ☐ Fully integrated experience across all channels, including ATL, BTL, brand, experiential, social and digital.
- ☐ Behavioural change specialist, understand behavioural strategies and grass roots approaches.

Project Management:

- ☐ Responsible for the project management and launch of complex campaigns, from brand through to direct response.
- ☐ Responsible for timing plans, status reports, time and personnel management.
- ☐ Responsible for forecasting, growth and financial health of accounts, reporting to senior management and the financial team. Including; creation and management of retainers, invoicing and full management of campaign budgets.

Strategy:

- ☐ Collaborate with senior strategic team to develop communications strategies to achieve business and campaign objectives.
- ☐ Experienced working with senior strategic team to translate research data into key insights and propositions.
- ☐ Analysing and presenting effectiveness of campaign results and learnings against key metrics.

Creative Acumen:

- ☐ Provide thought-leadership on accounts, working with senior strategic team on creation of propositions and creative briefs.
- ☐ Champion of big ideas, understand need for effective storytelling to build communities and engage their target audience.
- ☐ Confident in creation of decks, presenting and selling creative work to clients.

ACHIEVEMENTS

- ☐ Created law through the successful campaign of plain tobacco packaging. Since 2017, monthly sales of cigarettes have reduced by £20m a month in the UK.
- ☐ Achieved over 20K 'commitments' of support for Purina EU's #wearebetterwithpetsmovement.
- ☐ Helped over 2 million children have a healthier relationship with food through Tesco's 'Eat Happy Project'.
- ☐ Managed £1.5m campaign for Peroni Nastro Azzurro.
- ☐ Managed \$2m production budget on Hotels.com, creating multiple master brand TV ads across 6 x markets.
- ☐ Worked alongside CSD to successfully re-negotiate E.ON retainer without incurring any cuts.
- ☐ Managed E.ON during their most successful ever period to-date, which was reflected in achieving Engine's highest ever quarterly review score for social and digital.
- ☐ Generated £100K of additional revenue for Engine on E.ON, through selling in key integrated projects.

EMPLOYMENT

AUGUST - OCTOBER 2020: LAUSANNE, SWITZERLAND

Undertook intensive French language course, achieving A1 level.

OCTOBER 2019 – MARCH 2020: TRAVELLING

JUNE 2018 – MAY 2019: CORPORATE PURPOSE, SENIOR MANAGER

Skating Panda (Creative communications agency specialising in social impact.)

- **Pinsent Masons:** Working in partnership with Inspiring Companies to roll out a ground-breaking project to turn a global law firm into a world leader in authentic, purpose-led business. Seconded into the law firm for the first phase of the project, was part of the Purpose Team which led the firm on embedding purpose into their business strategy and internal implementation, including employee engagement through to client service offerings. Through the creation launch of the Purpose Statement, re-aligned the business strategy and employees to the mission and values of the firm.
 - **Purpose Statement:** Strategic development and creation of statement in partnership with Strategy Director, led workshops to develop and define Purpose Statement. This involved company-wide questionnaires and face-to-face interviews, reviewing existing company values and defining the long-term objectives and ambitions of the firm.
 - **Business Strategy:** Worked with c-suite stakeholders to revise existing business strategy to ensure objectives to become a purpose-led business were at the heart of the firm. Created framework to support departmental heads to revise individual business strategies to ensure objectives aligned with master business strategy at all levels.
 - **KPI's:** Defined key set of metrics to measure the success and rate of change to becoming a purpose-led business. Based on objectives within business strategy, created metrics that had touchpoints over all areas of business, from employee engagement and retention, through to growth and profitability.
 - **Internal Brand Creative Development:** Collaborated with the internal marketing team to define their identity and internal branding for employees to be exposed to and engaged in the drive to become a purpose-led business. Led the briefing and creative development of branding for international launch with external creative agency.
 - **Capacity Building:** Set up Steering Committee responsible for the firm to become a purpose-led business. Built capacity for long-term implementation, including team of Purpose Ambassadors to ensure grass roots activation and buy-in at all levels.

NOVEMBER 2014 – FEBRUARY 2018: FREELANCE SENIOR ACCOUNT DIRECTOR

The Bank, Joint London, Deep Focus, Crispin Porter + Bogusky, The Community

- **Purina EU:** Launched 'We Are Better With Pets' social movement across multiple European markets, supporting Purina's wider business social commitments and strategy. The movement aimed to educate the public on responsible pet ownership and celebrate the relationship owners have with their pets. Focusing on digital and social platforms, this was done by using influencers to encourage people to 'pledge' their commitment and play their part in making society a better place for pets.
 - **Campaign Strategy:** Working with the Strategy Director, led the development of the proposition and strategy across 6 key EU markets. Through research, tailored the approach to be suitable for each market and their audiences.
 - **Creative Development:** Led the creative development for the campaign, including a manifesto film and social content, ensuring that the creative could be adapted for use within key markets.
 - **Key Stakeholder Management:** Sold in campaign strategy across 6 key EU markets, securing additional funding support from these markets.
 - **Influencer Management:** Sourcing and collaboration of key influencers across key markets, including Clare Balding, Filippa Lagerbäck and Djibril Cisse.
 - **Google Zoo / YouTube:** Led collaboration with these partners to utilise these platforms to their potential and create an innovative, tailored and targeted creative response.
 - **Social Media Channel Audit:** Full audit of all social channels, reviewing the strategic role of each channel and developing appropriate content for the movement based on the need and audience of the channel.

JUNE 2013 – AUGUST 2014: FREELANCE SENIOR ACCOUNT MANAGER

Mr President, VCCP, Wieden + Kennedy

- **Tesco:** Launched the 'Eat Happy Project', an initiative to improve children's relationship with food. Tesco had recently repositioned itself in the market to scale back its diversification of offerings and refocus the business around food. The project strategically laddered up to the repositioning, whilst also having the benefit of attracting a long-term, high value customer base, by targeting families through their children. Working with partners and grass roots communities, this included developing the Farm to Fork programme, raising awareness of Tesco's provenance and quality food credentials.
 - **Communications Strategy:** Worked alongside the brand and comms planning team to develop three year communication strategy. This included the strategic development of future programmes and working the initiative into Tesco's wider business strategy.
 - **Creative Development:** Supported the team to develop the creative approach for project. Responsible for the creation of the brand guidelines, toolkit and development of creative assets for soft launch.
 - **Research:** Integral member of the team for the development of stimulus and questionnaire for use in focus groups, testing both creative and propositions.

JULY 2010 – MAY 2013: ACCOUNT EXECUTIVE – ACCOUNT MANAGER

Bray Leino, Studio Six

- **SmokeFree South West:** Worked on anti-tobacco behavioral change campaigns, including the successful standardisation of cigarette packaging becoming law. A highly strategic, integrated campaign to raise awareness of the tactics the tobacco industry use to make cigarette packaging appealing to children. This included the formation of a coalition with PCT's and health organisations such as Cancer Research UK and British Heart Foundation, developed the lead creative for the campaign to be used by these partners. Highly effective and successful campaign, generated over 200,000 supporters over four month consultation period.
 - **Strategic Development:** Supported the planning team to develop a grass roots communications strategy to target people at 'life changing stages'.
 - **Research:** Using a mixture of qualitative and quantitative research to develop target audience, relevant communications channels and test creative approaches, supported the planning team in development of stimulus and formulation of questionnaires.
 - **Formation of Coalition:** Supported the Account Director to lead the formation of a coalition within key stakeholders to form one single voice for the campaign. Developed creative toolkit for partners to implement across their campaign activity.
 - **Campaign Launch:** Launched a fully integrated campaign over the consultation period which included the management of national roadshow events, launch of Plain Packs Protect website, OOH, ECRM, social and digital activity.
 - **Interagency partners:** Worked closely with PR and media agency to raise awareness of the consultation and ways for the public to support this.

OCTOBER 2006 – JANUARY 2010: TEAM ASSISTANT / ACCOUNT CO-ORDINATOR

Rainey Kelly Campbell Roalfe/Y&R, Grey London and Weber Shandwick Financial

VOLUNTARY WORK

APRIL 2018 – AUGUST 2018: VOLUNTARY SOCIAL CONSULTANT

_Social Starters Summer Programme: Social Ark CIC

- **_Social Starters Summer Programme:** A voluntary business consulting scheme which partners working professionals with social enterprises. Placed with Social Ark CIC, a social enterprise which mentors young, disadvantaged people in the Tower Hamlets borough to set up their own business in the local community. Providing consultation support to develop the business and bring in additional funds to support the 'Step Up Programme'.
 - **Corporate Partnerships:** Sourcing, targeting and supporting the formation of a corporate partnership with Social Ark CIC. This included managing key stakeholders and creation of corporate partnership toolkit to sell-in Social Ark CIC to potential partners.
 - **Funding Support:** Sourcing, targeting and bid writing support for additional funding.
 - **Business Strategy:** Creation of a long-term business strategy to help monetize the business and the services that they offer. This included the strategy for the 3 month programme, as well as key objectives for the next 12 months.
 - **Marketing Strategy:** Creation of a long-term grass-roots, marketing strategy to engage corporate partners and funders, the local community and potential cohorts for the Step Up Programme. Defined key channels for each target audience and creating cost efficient and effective solutions to raise the awareness of Social Ark CIC.

EDUCATION

2003 – 2006

University of Plymouth: BA (hons) Media Arts : 2:1

2001 – 2003

A-levels: English Literature, Communication Studies, Law

INTERESTS

I am passionate about learning and seeing new cultures and actively seek out new experiences. My time travelling South East Asia allowed me to delve into these passions, where I got to learn about the history of countries through their beautiful sites, experience the wonderful and diverse nature of Asia and learn about new cultures through the local people. I have a love of food and cooking, which was embraced throughout my travels. I am fit and active and enjoy hiking and finding new sports and activities to challenge myself. I enjoy being creative and relax through the escapism of reading. Through my interest in culture, I am currently learning French. I adore nature and animals and am keen to be involved in projects to protect and preserve this for the future.