



# Matthew Ellison

## Freelance Strategic Planner

A senior Strategy/Insight/Planning professional with a passion for brands and human behaviour.

I excel at taking the complex and making it simple, developing insight, propositions and strategies that excite clients, inspire creative teams, and effect audience behaviour.

My varied background of 18 years experience in client side, senior client services, and agency Strategy Director roles, enables me to see the world through client's eyes, understand the agency commercial model, and how to successfully integrate strategic thinking into creative work.

## Contact

**T: 07508 320317**  
**E: [matthew@freelance-planner.co.uk](mailto:matthew@freelance-planner.co.uk)**  
**W: [www.freelance-planner.co.uk](http://www.freelance-planner.co.uk)**  
**8 Summer Lane,**  
**Wynyard, Co. Durham.**  
**TS22 5PY**

## Experience

Shopper  
Retail  
Experiential

Digital  
Integrated  
Brand

## Skills

### Creative Strategy

- Creative propositions
- Channel planning
- Comms frameworks

### Journey Planning

- Touchpoint planning
- SX/CX experience design
- Decision journey mapping

### Audience Insight

- Missions / Mindsets / Needstates
- Segmentation / persona development
- Insight generation

### Research

- Store audits
- Qual/Quant research management
- Turning research into meaningful insight

### Brand Strategy

- Brand planning
- Market / competitor / category analysis

### Digital planning

- Digital innovation
- VR/AR
- Digital experience planning

## Freelance Assignments

**Brave, London** - shopper/retail loyalty

**Cravens, Newcastle** - integrated

**Space, London** - brand activation

**Epoch, Bristol** - brand activation, shopper

**Multiply, Edinburgh** - shopper

**Decide, Newcastle** - shopper activation

**Momentum WW, Manchester** - shopper, category

**Sideshow, Bournemouth** - telco B2B, telco B2C 5G network launch

**Designory TBWA** - content strategy

**Mothertongue TBWA** - cultural consultation

## Previous Employment

**Strategy & Planning Director**  
Woven, Leeds

Feb '20 - May '20

**Head of Planning**  
The Shopper Agency, Leeds

Sept '13 - June '18

## Category Experience

**Luxury:** Princess Yachts, Bentley Motorsport

**Consumer Electronics:** XBOX, PlayStation, Nokia, Electrolux, Philips, Philips TV, Hewlett Packard

**FMCG:** Coke, Heineken, Kelloggs, Carling, Cravendale, Anchor, P&G, Unilever, Nestle (pet),

**Retail:** Sainsburys, Welsh RFU, Karndean, England FA, Lakeland

**Sports/Leisure:** William Hill, Ladbrokes, Center Parcs

**B2B:** Sage, ADB

**Beauty:** John Frieda, I Love Cosmetics, Rimmel

**Telecoms:** EE