

Senior Level Integrated Marketing Communications Strategist

Accomplished and results-driven head of strategy and planning with extensive experience in integrated B2B2C marketing communications including CRM & digital strategy development with corporate leadership.

Growth-focused marketer with history of innovation and success in identifying, acquiring and building customer loyalty through delivering brand positioning and marketing communication services. Proven track record of excellence in developing insight-driven marketing strategies built around business and consumer understanding to drive commercial growth and value. Expertise in strategic business channel development and market penetration, new products launch, ROI improvements, and stakeholder engagement. Performance driven strategy and transformational leader with training programmes expertise and leading cross-functional teams to achieve shared visions and goals.

Areas of Expertise

- Strategic Communications Planning
- Insight Generation & Application
- Proposition Development & Enhancement
- Customer Acquisition & Retention
- Brand Purpose & Positioning
- CRM Demand & Loyalty
- Digital Marketing
- CX Transformation
- New Business Conversion
- Team Building & Leadership
- Stakeholder Management
- Workshop Design & Delivery

Career Experience

Owner & Contract Marketing Strategist, Lily Marketing, UK

2017 – Present

Create and implement integrated marketing strategies to develop brand, campaign marketing and lead CX engagement for agency and end client engagements across brand/product positioning, launch, acquisition & retention activities.

- Led Karmarama & Accenture Interactive projects collaborating within their Data & Digital Creativity division to create and execute CRM capability and a broad range of cross-channel transformational marketing programmes. Includes driving mass download of the world's most successful Covid-19 app for NHS England & Wales.
- Led Earnest B2B agency projects plus global launch brand and marketing activation within freight shipping sector. This included delivery of supporting business, sector & customer research and insights to help establish the go-to-market positioning strategy and channel opportunities.
- Other engagements range from business repositioning, pharma NPD launch, driving insurance acquisition through addressable TV, reinforcing merchant value within the credit card sector through B2B marketing channels and driving Gen X uptake of a new mobile phone proposition across EMEA.

Head of Strategy & Media, Gyro London, UK (part of Dentsu Aegis Network)

2015 – 2017

Clients: Jabra Global, Franke Global, HP Inc. EMEA, Panasonic Business EMEA, Vodafone Business UK

Generated maximum revenue to grow company capital while serving as strategy department head and member of triumvirate leadership team. Designed and deployed multi-skilled strategy and planning for cross-functional department, including business, brand, communication, and social planning, plus content marketing strategy and hub management. Built and deployed B2B2C cross-channel marketing communications strategies supported by sale enablement materials for channel partners and end business users.

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- Secured £5m+ new business wins: Jabra (Global), HP Inc. (EMEA), Panasonic (EMEA), Vodafone Business (UK) through strategic business planning and marketing activation.
- Drove sales lead nurture program to reinforce HP leadership in EMEA PC/Print markets by establishing a content marketing capability engaging C-suite decision-makers across POE media.
- Crafted Panasonic Business EMEA platform, leading C-suite stakeholder engagement around articulation of their Brand Purpose to unify and align the business NPD focus and marketing strategies for 15k+ products.

Digital Consultant, Independent Business, Remote

2014 – 2015

Improved business growth and promoted brand by creating and implementing business, brand, and marketing strategies. Acted as contractor for SME, start-ups, and NPO organisations to provide business development strategies.

- Led strategic partnership with a Dragon Den funded media tech start-up to improve business growth while positioning the company go-to-market proposition and sales support material.

Managing Director / Director of Strategy & Insight, We Are Experience, UK

2013 – 2014

Clients: Transport for London, Zurich Financial Services, American Express, Savills, Cineworld and Paddy Power.

Directed overall strategic business operation of £3m pa, 30 FTE digital strategy and service design business. Maximised client business value by developing and delivering innovative digital customer experience solutions across commercial and public sectors.

- Maximised revenue growth opportunities against projected 10%+ channel shift of Zurich customers to mobile through leading the business case, playbook and roadmap to deliver an enriched mobile capability & experience.
- Designed award-winning digital product/service design solutions.

Head of Planning, Business Consultancy & Media Strategy, LBi London, UK

2009 – 2012

Clients: BT, Barratt Homes, Compare the Market, Capital One, Honda and Saudi Aramco

Active member of Senior Leadership and Global New Business Teams to achieve shared goal and vision of business growth. Designed, developed, and implemented award winning digital web/marketing strategies and customer experiences for clients across UK, Europe, and Middle East offices.

- Built and executed major digital transformation strategies, including Barratt Homes that achieved Gold Winner at Digital Impact Awards.
- Positioned Saudi Aramco oil company as leader on the world's energy stage by establishing corporate reputation and audience growth through delivery of new website to engage industry influencers, stakeholders and talent.

Additional Experience

Head of Strategy Planning, Omnicom - Agency.Com

Planning Director, Kitcatt Nohr Alexander Shaw

Senior Creative Planner | Group Data Planning Consultant, OMNICOM - TEQUILA \LONDON; TBWA\GGT Direct

Group Account Manager, Client Services, Printronic International

Education

MA Marketing, Chartered Institute of Marketing Post Graduate Diploma

HND Business Studies

Affiliations

MCIM Chartered Marketer

Guest marketing lecturer at Kingston University

Board Trustee for Gingerbread - the UK's leading charity for single parent families

Provide voluntary professional business and career mentorship, including via CIM