

Esther Howard

A thoughtful & innovative award-winning strategy director who puts creativity, storytelling, culture & diversity front and centre.

With extensive experience working across a variety of brands and industries, I always take a bold & fresh approach to what I do. And in an ever-changing world, I *truly* care about putting work out there that makes a difference.

What you can count on me for:



Broad strategic experience across creative, brand, comms, social, media & partnerships (Special shout-out of being a true connector of strategy & creative)



All things culture & diversity - Which is now more important than ever



Storytelling & ability to translate this in all decks and presentations (I'm a big advocate of strategy decks not being all charts and statistics)



Finding that one insight to end all insights. Sometime this is a number, sometimes it's a statement (But always a reliable source)



Taking a strategy all the way through to creative and production (Being creative, properly briefing creative teams and collaborating on ideas is one of my favourite parts of the process)



Empathy & honesty (AKA - No grey areas)



Completely collaborative & a true team player. The people around us make us better.

Where I've been

Strategy Director, Creative Strategy, Havas Play, London, 2023 to Present

- Worked across Wray & Nephew, F1, Dr Martens
- Implemented new ways of working with the creative teams
- Wrote creative & partnerships strategy for Bumble (traditionally just a media & entertainment client for Havas) co-wrote a brief for how they show up in cultural moments throughout 2024 and won two new briefs from the client off the back of this work.
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Strategy Director, Creative Strategy, FUSE, London, 2022

- Continued working and leading across Google Pixel and wrote the creative strategy for how they show up and bring visibility to Women's Football, alongside writing the partnership strategy for their £2.5m deal with The FA - Centred around the Women's Game.
- Creative strategy for JustEat 'Feed the Game' for their summer campaign across EMEA, which was launched at the UEFA Women's Finals in Eindhoven.
- Developed creative strategy for Vodafone (will be launched in Summer) for how they show up in music as a whole and across their music partnership landscape.
- Won new creative strategy business scope for the FedEx client & kicked off creative and strategic approach for how Pepsi show up across music and fashion
- Proactively started to implement a full creative offering at the agency, have won scope across current clients & introduced new processes across the group.

Associate Director, Creative Strategy, Essence, MFG (Group M, WPP), London - 2021 to 2022

- Responsible for crafting strategies & creative briefs for Google EMEA's core product areas (Pixel, Chrome, Chromebook & Helpfulness).
- Help set the guardrails for creative teams, and support their process all the way through to execution to make sure we create effective work.
- Develop truly data-driven creative frameworks that the Google clients got behind.

Senior Strategist, RAPP, London (Omnicom), 2021-2021

- Developed strategies for Samsung product launches for Galaxy Watch4, Tab S7, E-Store & SEUK's CSR and pure brand campaigns.
- Worked extremely collaboratively with the creative & media planning teams on bringing our campaigns to life.
- A brand objective and focus which I took the lead on was increasing uplift and changing perceptions for SEUK's target audience.

Freelance Senior Strategist, iProspect (Dentsu), London, 2021

Freelance Brand Strategist, Istituto Marangoni Worldwide, London, 2021

Freelance Social Strategist, M&C Saatchi, London, 2019-2020

Senior Strategist, Drew & Rose, London, 2018-2020

& more..

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