

SABEENA LONE

Strategy lead



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ABOUT ME

A creative strategy lead, who's devoted the last decade to helping brands and clients stand-up and stand out. Passionate about people, popular culture, humans and truth.

Proficient at solving marketing problems with creative solutions. Experience includes integrated campaign planning and comms, CRM, B2B strategy, annual marketing plans, social and content strategy, customer journey mapping, shopper marketing, product development, new product launches and market research.

Creative springboards are my thing.

I make it my mission to uncover better insights that lead to better briefs, better work and ultimately better results.

SECTOR EXPERIENCE INCLUDES

- ❖ FMCG
- ❖ B2B
- ❖ Retail
- ❖ Travel & tourism
- ❖ Public sector
- ❖ Beauty
- ❖ Financial services

ACHIEVEMENTS

DMA - Gold - Best use of direct mail
IPM Gold - Shopper Activation
IPM Gold - Beverages campaign
IPM Bronze - Creative execution
ECHOs Silver - Publishing & Entertainment
ECHOs Bronze - Best Use of Direct Mail

CAREER HISTORY

SENIOR STRATEGIST – TWELVE agency (2018-present)

Appointed to work across a range of brands, channels, sectors and regions, and to lead the agency offering for B2B, social, CRM and thought leadership projects. I also generated a strategic consultancy role for selected clients, steering annual marketing plans, workshops and cross-agency projects.

Specialisms: Creative multi-channel strategy, B2B, CRM, social and content, experiential, marketing plans and consultancy for clients

Clients: NatWest, Cineworld, Nestlé, Caravan Club, Bacardi, Heineken, HS1, Visit Guernsey, Weetabix, Argos, Yale, Travelopia, EE

Highlights:

- I revived the NatWest relationship for the agency, generating £1m+ incremental revenue from dying account, including TWELVE's first strategy-only retainer
- Pitch win – created a winning on-trade strategy for Grey Goose which won the agency a roster place for Bacardi Europe experiential and social across all brands.
- Pitch win – provided the creative strategy for a winning pitch for McCain Brew City. This also cemented my legacy as a rebel when I became the centre of a building scandal for frying the products in the office during a creative workshop. To this day, every new starter is told the story of 'FryGate' by HR.
- Pitch win – appointed roster agency for HS1 online and in-station comms with winning COVID Christmas strategy
- Pitch win – appointed YALE Europe integrated campaign agency for smart solutions and new product launches with an integrated smart lock campaign
- Awards: IPM Gold - Shopper Activation, IPM Gold – Beverages campaign, IPM Bronze - Creative execution for NESCAFÉ Azera
- Created COVID response strategies for the 'Done with 2020' reopening campaign for HS1, and 'Can't Cancel Christmas' campaign currently live at St Pancras station
- Developed the strategy for NESCAFÉ Azera Mental Wellbeing packaging to help young people and workplaces share stories of mental health, inclusion and equality
- Proud to have created the 'Family First' strategy for NatWest flexible products, designed to enable business owners to take time off to care for a loved one and themselves

SENIOR STRATEGIST – Proximity London (2012 -2018)

Started life as a mid-weight planner and was quickly promoted to lead the strategy on a variety of brands, channels and account sizes, including BBC TV Licensing worth £26m, the agency's largest account by far.

Specialisms: Creative multi-channel strategy, ATL, CRM, customer journey mapping, data collaboration, social and content, marketing plans and consultancy for clients

Clients: BBC TV Licensing, John Lewis, Specsavers, Lloyds Banking group, P&G, Mondelēz International, SSE

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BACKGROUND

Growing up in a working class, multi-ethnic and slightly crazy family has meant that I've always been fascinated by human behaviour and continually questioned the status quo. I trained as a creative before strategy found me. People often notice how much I love what I do – because curiosity and empathy are naturally hardwired into my DNA. I was that kid that kept asking 'why'. I feel very lucky to be able to work in a role that helps me answer that question every day.

HOW TO USE THIS CV FOR GOOD

If you're looking to give back this Christmas, several causes I'm passionate about could really benefit from your support. Thank you:

Donate time:

Samaritans – Becoming a listening volunteer

<https://www.samaritans.org/support-us/volunteer/become-samaritans-listening-volunteer/>

MK Act – Domestic violence intervention services

https://www.mkact.com/?page_id=300

Age UK – Become a telephone befriender

<https://www.ageuk.org.uk/get-involved/volunteer/telephone-befriender/>

Donate money: (I'll match your donation)

The Trussell Trust - Stop UK hunger

<https://www.trusselltrust.org/get-involved/ways-to-give/>

Share at work:

Prostate cancer UK – This one's close to my heart

<https://prostatecanceruk.org/get-support/book-a-virtual-awareness-activity>

CONTINUED

Highlights

- Pitch win/retained – BBC TV Licensing lead communication, strategy, data, insight, research and marketing agency worth £26m
- The rebrand to end all rebrands - I worked on Lloyds Banking Group when they underwent the biggest rebrand in their history. This comprised not only in a lot of strategic transitioning, but also the delivery of a lot of briefs and new strategies in a short space of time.
- Generated the creative and test strategy for TV Licensing's infamous 'Will you be in?' letters which harnessed the power of Behavioural Economics and powerful copywriting to increase response from bill-avoiders by +230%. It generated almost £1m incremental revenue and won numerous awards. All from a few letters.
- Led the CRM strategy for John Lewis beauty, fusing data with insight to create a competitive advantage
- Ran and managed the insight team, budgets and research strategy for the BBC for four consecutive years
- I've wrote, managed and oversaw TV Licensing's annual Revenue and Marketing Plan for four years. It included managing 30+ senior client stakeholders and a unique opportunity for the agency to determine the activity we'd work on for each financial year. It started by gathering trends and looking at changes in the market to create a situational analysis for the client to plan their marketing activity upon. I then wrote 60% of the plan, and worked with my teams and clients on their own department's chapters to complete the rest. The initiatives ranged from projects to drive revenue and reputation, to reducing costs.

MID-WEIGHT STRATEGIST – Saatchi & Saatchi X (2011 - 2012)

Launched global shopper marketing strategies for the agency over a range of FMCG and specialist accounts.

Specialisms: Shopper and retail strategy and marketing, FMCG

Clients: P&G (Olay, Ariel, Pampers, Oral B), Cadbury's, Trident and Nikon Europe

Highlights

- Led Ariel's ethnography research across four European cities, where I met, shopped and did laundry with people in their homes. The output was a shopper strategy presentation to the Head of Marketing for Ariel Europe on how to drive purchase in the laundry aisle across different regions. It led to some innovative in-store initiatives, including new ways to help consumers explore scent (a key driver of purchase in the laundry aisle).
- I led the strategy for Nikon Europe for entry level Nikon SLRs. The audience were upgrading from the norm, aspiring photographers who feel they have flair worth investing in. The proposition was 'unleash the talent' and the creative work was a fun, engaging, in-store customer experience where people could test the camera (and their skills) to the max.

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PASSIONS

- ❖ Diversity
- ❖ Charity & volunteering
- ❖ Animal rights
- ❖ Youth development
- ❖ Nu metal
- ❖ Football*
- ❖ Scuba diving
- ❖ Gaming

* Team available on request

WHAT CLIENTS AND COLLEAGUES SAY

“*‘She takes the lead and absolutely smashes it in the face of a very challenging timescale and complex set of stakeholder issues.’*

‘I remember her hitting the ground running as brand guardian and architect of killer propositions & customer insights that, put simply, made all our work better.’

‘A pragmatic approach makes her a formidable strategist who is great at flying solo or collaborating in a team.’

”

WHAT I'M LOOKING FOR

More opportunities to create great work with great people

CONTINUED

FREELANCE STRATEGIST – CHI & Partners (8 months in 2011)

Freelance planner appointed to work on the RBS Group account and brands across all BTL channels. I was hired for a month to support the team, and ended up being there for eight. RBS Group is CHI's (now The & Partnership) biggest account. Channels ranged from DM and email to TV, retail, in-branch collateral, radio and online media.

Specialisms: BTL channels and communications, Financial services

Clients: RBS, NatWest, Churchill and Green Flag

Highlights:

- Being responsible for the Savings and Personal Current Account units and clients
- Working closely with Saatchi & Saatchi's strategy lead to support the ATL 'Helpful banking' campaign

GRAD DIGITAL STRATEGIST – Grand Visual Theory (2007-2010)

I was lucky to land my first job in the industry off the back of a placement, whilst still at university. Working full time in London and studying a full time Masters was a challenge. To my tutor's disapproval, I found the best way to learn was on the job. I was only one of two people to leave the course with a MA and a job, just before the recession hit and have never looked back.

Specialisms: Outdoor advertising, social media strategy and account management, analytics, online and website strategy

Clients: Unilever TIGI Haircare, Police Sunglasses, McVities, & Eveden Lingerie

I managed the social media accounts, outdoor strategy, website development and (Google) analytics for brands. Channels included digital banners, website and content development, digital out of home, web analytics and social media branding and account management.

EDUCATION

MA Advertising (Creative, Planning & Strategy)

INSTITUTE: Buckinghamshire Chilterns University College (BUCKS)

Honours: Won placement at Grand Visual which led to my first adland job

BA (HONS) Media Advertising (Creative – Copywriting)

INSTITUTE: Buckinghamshire Chilterns University College (BUCKS)

Honours: Student D&AD 2006 – In Book: Bertolli brief set by BBH

Won Best Strategy in Mustoes Live Project for Costa 2005 and placement

Claim to fame:

- Featured on BBC BiteSize in 2000, teaching other teens GCSE Maths, tips and tricks
- Completed Maths, English & Humanities GCSEs a year early at aged 15.