



## Stephanie Sharro

Planning Director

I am a strategic marketing specialist who brings a strong creative and analytical background to my work. I specialise in insight driven engagement programmes – online, offline and internal. For those, I analyse customer behaviour and motivations, develop segmentation strategies and design successful CRM, digital and direct campaigns as well as loyalty programmes. I am passionate about holistic customer and employee experiences.

After starting in advertising more than 15 years ago, I developed my skill set in direct and content marketing before exploring the world of marketing/management consultancy. There I picked up some core research and business strategy skills (but really missing the implementation / creative side). I spent the last few years becoming an all rounded integrated planner (oh and had kids somewhere in between too)



### Skills:

My specialties lie in:

- Communications planning
- CRM
- Loyalty
- Integrated marketing
- Employer Branding
- Content strategy
- Campaign creation and development
- Insight generation (qual, quant, data)
- Segmentation
- Brand planning
- Workshop design.

I have strong experience of working with:

- Retail
- FMCG
- Aviation
- Financial services brands (B2B & B2C)
- Public / Third sector clients

Some of the brands I worked for: easyJet, Vauxhall, Three, Shell, Vype, TK Maxx, Costa, Subway, dhs, AXA IM, Clydesdale & Yorkshire Bank, Argos, Tesco, Avanti West Coast, Homebase, Unilever, the Guardian, Kraft, the NHS and Microsoft.



### Some of my highlights:

While working for easyJet at MRM I had to combine my data & the decision planning skill with bigger brand planning and audiences insights to migrate an existing programme – all in light of shifting business priorities.

One of the most challenging parts of my role on Vype at JWT was to motivate the creative team to come up with new, differentiated ideas in a highly regulated environment.

While (at AML) developing public awareness and hostile deterrence campaigns I got to work closely with some highly accomplished behavioural change experts and after some intensive research got the reassurance that our campaigns will make a difference.

Being part of the launch of a new bank B (at Karmarama) enabled me to be involved from product development, audience definition, customer migration strategies, to on-boarding strategies. One of my core challenges was to introduce the right customers (from a pool of relatively elderly and conservative customers) to a new and innovative way of banking, while simultaneously attracting a much younger, new audience group.

I seem to be happiest when working closely with the data team or sources. Like when I developed a new prospect segments for Aberdeen Asset Management; enhances fundraising stewardship journeys for BHF at Open or created a campaign specific segmentation based on breakfast behaviours for Costa.



### My journey so far

- 02 2021 **Havas Helia Planning Director** (contract)
- present Development of a new loyalty programme and migration strategies for Avanti West Coast.
- 09-11 **Edelman, Planning Director** (contract)
- 2020 Supporting the planning team during a busy period across a range of pitches as well as Unilever projects (narrative for employment strategies, CLEARs Brand-Do / Say)
- 09 2019 **MRM McCann, Senior Planner/ Planning Director** (contract)
- Worked across a range of CRM accounts. easyJet: Marcom transformation project &
- 04 2020 creation of new lifecycle and trigger comms; easyJet Holiday: launch campaign. Subway/ Subcard: oversight of UK loyalty programme; Vauxhall: campaign analysis and journey planning for new product launch and some white paper project for Microsoft.
- 06 2019 **Table 19, Planning Director** (contract)
- NewDay – B2B proposition and messaging development for retail finance credit products
- 04 2018 **JWT London/Wunderman Thompson, Senior Planner/Planning Director** (contract)
- As part of the JWT Inside team developed Employer brands, internal comms and recruitment advertising for TK Maxx / TJX (Europe) and Walgreens Boots Alliance (global EVP); Oversaw B2B campaigns for Shell Aviation, Day to day planning on BAT / Vype & Glo
- 05 2019

(both UK as well as global brand campaigns and toolkit creation)

- 09 2017 **Senior Planner various** (freelance)  
- Open – Fundraising strategies, using YouGov Profiles to gather audience insights, GDPR consent campaigns
- 03 2018 Table 19 - BlackRock/iShares – Lead Gen/Acquisition strategy and content hub development targeting Institutional Investors applying Table 19's 'Remarkable cycle' process.  
Bookmark - Patek Philippe – Support global audience segmentation, readership survey
- 09 2016 **AML, Senior Strategist**  
- Worked predominately on B2B campaigns content activation / brand. AXA IM: Comms planning for various global product campaigns; Just Partnership: Content campaigns targeting IFAs, Brand development for pension transfer sub-brand; CPNI (Centre for the Protection of National Infrastructure): Various public awareness campaigns; Simmons & Simmons: Content led activation campaign targeting C-suites.
- 05 2017
- 04 2014 **Karmarama, Senior Planner**  
- Worked across a range of clients with a CRM / engagement focus: Clydesdale and Yorkshire Bank / B: The launch of B (neo-bank), on-boarding and migration strategy, launch of email as a marketing channel; B2B acquisition campaigns. Costa Coffee club UK & International: eCRM loyalty programme; Aberdeen Asset Management: segmentation D2C; Nationwide car insurance, Carnival Cruises, Lufthansa, The Army, dfs, Honda
- 06 - 08 2014 **RAPP, Senior Planner** (contract)  
Developed CRM and social media strategies: Barclaycard/ bespoke (CRM); Open University: cross-departmental social media strategy.
- 12 2013 **The Communication Agency, Senior Planner** (contract)  
- Worked across a range of retail and financial sector clients: Yorkshire and Clydesdale Bank: Branch segmentation and retail strategies; Argos: Promotional and seasonal campaign propositions; RBS Business Insurance: Comms audit, new positioning, proposition and messaging hierarchy for website; Amex.
- 03 2014
- 06 2011 **Meteorite / MRM Meteorite, Senior Planner**  
- Worked across a range of existing and potential clients: Premier Inn Business Account; Battersea Cats and Dogs home; The Guardian; Hamptons / WestQuay Shopping Centre; AIG / Chartis; Homebase; Intel; Scope; The Baby Show.
- 06 2012
- 09 2008 **SHM, Strategic Consultant / Project Manager**  
- Provided strategic change management, transformation and marketing consulting for public and private sector clients with an emphasis on staff and customer engagement: Department of Health / NHS: Evidence-based communications and marketing strategy (COPD), staff engagement programmes (NHS Values); Unilever: IT & HR Transformation
- 02 2011
- 2008 **TMW, Freelance**, Infiniti / Nissan  
**Kitcatt Nohr Alexander Shaw, Freelance Planner**, Lexus
- 07 2007 **Forward Publishing, Planner**  
- Focusing on content strategies for customer magazines and running readership surveys: Tesco clubs (Food, Healthy Living, Baby and Toddler); Transport for London, Ford; B&Q.
- 04 2008
- 05 2004 **Wunderman / Harrison Troughton Wunderman, Senior Account Manager**  
- learndirect (UFI) / COI), Windows Mobile EMEA & Global (Microsoft) Tassimo Europe (Kraft) Other: DHL Global Mail, Fosters, Star Alliance, managed a team of 2.
- 07 2007
- 2004 **New Local Government Network, Marketing Executive**



## Other

- 2005 Part of the winning team at the NABS fast forward course 2005.
- 2003 Market researcher at Taylor Nelson Sofres.
- 2002 BBDO Düsseldorf (Düsseldorf/London) Freelancer Strategic/Creative Planner
- 2000 GREY Worldwide (Düsseldorf) Account Executive – Placement



## Qualification

- 2003 MA Marketing Communications, University of Westminster (London) - Merit.
- 2002 MA Linguistics, Psychology, Design University Wuppertal (Germany) - Distinction.



### **Anything else...**

I am a working mum – committed to having it all – while falling back on my German roots and trying to be as organised as I can. I believe I work best within a team and enjoy managing and nurturing others. I like my thinking time but value regular catch-ups to test out some more, some less plausible ideas. Following on from my days of studying design, I kept an interest in modern art and architecture.