

Joshua Dixon
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Straight-talking Northerner

CONSULTING

Freelance Strategy Director. (September 2023 - Present)

DEPT, BBH and GT&i; Strategically dropping in.

GT&i (Aug 2024 - Present)

- Pitch support for a boutique brand agency. A relationship that began in 2016 but continues today.

BBH & BBH Health (June - Aug 2024)

Health Team

- Hemlibra pitch to move on the brand platform without moving away. Inspiring HCP, patients and internal teams alike.

Tesco Team

- Setting a new zaggy 5 year plan for Tesco Clubcard beyond price.
- Pushing the reputation pillar through redefining Stronger Starts.
- Two proactive creative briefs for Whoosh and instore.

DEPT (September 2023 – June 2024)

JustEat

- JET already sets culture through their ATL, but social is functional and dull our 2024 plan uncovers the cultural moments we should be tapping into.

Mammut

- Pointing out the opportunity to stay close to mountain culture vs becoming another GORPcore fashion brand, helping everyone to [Rise with the Mountain](#).

GolfTown

- Identifying and owning the game behind the game

VCCP, LONDON

Strategy Director. (November 2021 – September 2023)

Guiding brilliant creatives to famous ideas for the biggest brands.

Domino's

- [Castaway](#), closed the gap between us as the Nation's favourite QSR
- [Price Slice](#) was so effective some stores ran out of dough, pushing actual sales above forecast by £4M during the CoLC.

TfL

- ['Brighter'](#) inspired the clients to finally articulate why every journey matters.

H&B

- Launched a [menopause campaign](#) that removed the stigma, avoided the tone-deaf pitfalls and made clients cry in the presentation. (Never hurts).

HAVAS Helia, LONDON

Senior Planner. (October 2019 – November 2021)

Right hand man to HoS and Lead planner on CtM, which became the largest agency account.

Comparethemarket.com:

- Launched [Meerkat Music](#) and [Meerkat Meals](#) Delivery





PROXIMITY, LONDON

Senior Planner > Associate Strategy Director
(September 2016 – October 2019)

Lead planner across key agency accounts.

ICRI: (International Coral Reef Initiative)

- Brought in a new ['fame'](#) client

SSE:

- Won the first award for SSE – [DMA Silver 2018](#) (smart meters).

Škoda, SEAT, VW and VWFS:

- Won the first award for SEAT – [DMA Bronze 2018](#).

PSONA, LONDON

Integrated Planner. (April 2015 – September 2016)

Helping a new agency stand out winning a [#doitdifferently](#) award.

JWT, LONDON

Integrated Planner. (December 2013 – April 2015)

Integrating CRM with brand, digital and social in order to create through-the-line campaigns.

PUBLICIS, LONDON

Junior Planner > Mid-Weight Planner. (July 2012 – December 2013)

Through-the-line approach to acquire, retain and remarket to customers.

SIDE HUSTLE

Kulira.org

Lead creative Strategist. 2022 - Present

Developed a brand that harnesses the power of dreams to help Ugandan orphans reach their full potential

10% For The Ocean

Strategy Director. 2020 - Present

The launch of a global ocean superfund brand and campaign launch.

GT&I Strategy Director Pitch Wins. 2016 - 2024

UKConnect | Clivedale | Barratt London | Step 5 | Bascule | LifeCare Residences | Residenze Duomo | Harrington Hall | Regal London | Clarendon Road | Holker IT | GT&I Agency brand identity | Sotogrande | Vistra

Loop.gl

Strategy Director. 2018

The world's first and largest urban gallery to launch a competitor to WeTransfer, Gold Clear Channel award 2019, Gold BEA world festival award 2019

The Ocean Agency

Strategy Director. 2017.

A Glowing Campaign to save the coral reefs because if they suffer, we suffer.

SKILLS

- IPA accredited
- Pitch winner
- Strategic thinker
- Data embracer
- Creative springboarder
- Confident, client-facing presenter