

# Jonathan Lemze



An award-winning Head of Social Media, with over 15 years of experience in marketing, media & storytelling. Highly skilled in integrating Media and Creative and transforming a company's marketing ambitions into bespoke Social-First campaigns that provide a better return on investment (ROI)

## WORK EXPERIENCE

### RAPP

London

*Head of Social Strategy*

*May 2022 - Present*

- Leading social campaigns for **Samsung UK**, which were recognised on three occasions as one of TikTok's Top Ads and achieved an ROI of over £4 million.
- Developing training materials and operational workflows, such as WoW, reporting and planning for social accounts.
- Creating bespoke thought-leadership assets to expand social commerce, harness social trends and foster customer loyalty programmes in the age of social.

### Starcom, Publicis

London

*Global Strategy Director, Freelance (project)*

*February 2022 – April 2022*

- Generated a bespoke D&I marketing roadmap for **Visa Europe**, which covered the entire marketing funnel, from brief and planning to causes and targeting.

### Digitas, Publicis

London

*Social Strategy Director, Freelance (project)*

*December 2021 - February 2022*

- Scoped out and successfully pitched the new social-media strategy while developing creative assets and establishing new workstreams for **EE's** social channels.

### Havas - Blink

Tel Aviv, Israel

*Head of Strategy, Social-First Agency*

*November 2017 – November 2021*

- Developed organic, paid & influencer-led social marketing plans for 50+ national and international brands, including **Google, SodaStream, Nestlé, Johnson & Johnson, Yoplait, Suzuki** and **Meatless Farm**.
- Increased revenue by 43% and secured 7 new clients valued at £3 million annually.
- Led a team of nine employees and collaborated with multiple key stakeholders, including clients, partners and agency departments (i.e., creative, design, media, delivery & account management).
- Trained and empowered junior and mid-level employees so that they could thrive and rise through the ranks.

### Channel 12

Jerusalem, Israel

*Editor-in-Chief of the most watched news talk show in Israel, "Meet the Press"*

*October 2015 – November 2016*

- Created the agenda and devised the content for Israel's leading live news talk show. Viewership ratings increased by 10% and saw a 5-year peak, reaching 17.7% of Israeli households.
- Orchestrated a campaign that shifted public opinion, bringing about a positive change in Israeli law and winning us the prestige "Primor" journalism award.

### Channel 12

Tel-Aviv, Israel

*Senior Content Editor, Channel 12 Website, App and Social Channels*

*December 2013 – October 2015*

- Devised and produced creative assets for Channel 12 to increase its online presence, including for its website, app and social channels.

### Ma'ariv

Tel-Aviv, Israel

*Head of News, Daily Newspaper, Website and App*

*May 2006 – December 2013*

- Oversaw daily content creation and managed 30 professionals, including journalists, editor, designers and photographers.

## EDUCATION

### University of Tel-Aviv

Tel-Aviv, Israel

*BA in Film and TV*

*2007-2009*

## SKILLS & INTERESTS

**Skills:** Meta Business Suite | Google Ads | Google Suite | TikTok Ads Manager | TikTok Creator Marketplace | Adobe Photoshop | Microsoft Office (Excel, PowerPoint, Word) | Social Listening Tools |

Social Strategy | Content Creation | Analytics | Social Media | Scuba Diving