

Simon Lamey - Digital & Content Strategist

Content | Social | Integrated | Effectiveness | Yuno Juno Freelancer of the Year, 2019

"I've worked with lots of freelancers over the years and I have to say that Simon is up there with the best of them." – Caroline Lotinga, Client Partner, EMEA, MOI Global | 07979 857951 – simon@thebrainwheel.com

Digital, content & social, integrated, strategy and qualitative insight specialist across B2B, B2C and multiple verticals. Notable brands include Alibaba, Bacardi, Coca-Cola, JP Morgan, World Gold Council, Honda, Vodafone, Huawei, Dunkin Donuts, TaylorMade, Gas Safe, Christian Aid, Lloyds, Sage, Belmond Travel, Winsor & Newton, Police Fashion, Sharp, Dropbox.

Lead Strategist AKQA & others

July 2022-

Part-time with AKQA working on .com tech brand and ESG initiatives for major alcohol brand. Other clients include social strategy development, a social toolkit and workshop for a luxury travel brand, brand workshop for addiction charity, and marketing effectiveness best practice insight presentation for a luxury fashion brand.

Lead Content Strategist - AKQA London

October 2021-June 2022

Lead content strategist for HERE.com (no.1 digital map B2B brand). Worked with UX and client content studio to recommend content direction, page structure, indicative copy IA, blog and vision for 2022 for a highly complex portfolio of products, targeting developers and C-Suite audiences.

Lead Strategist - WARC & Ogilvy

Part-Time October-November 2021

Major insight piece for Ogilvy's brand purpose and impact industry report. Deep research into the effectiveness of brand purpose and CMO interviews from the world's leading brands.

Director - Yoyo & Orbis Blindness Charity

Part-Time July-September 2021

Full campaign research, insight, messaging, strategy, and social media planning (organic & paid) for UK charities about how to grow awareness and drive warm leads to their existing donor journeys.

Strategist - BCW Global

Part-Time April-September 2021

Ongoing pitch strategy and insight creation for Alibaba, Tate & Lyle Sugars, Unilever Wellness proposition development, ESG & brand purpose thought-leadership insight, gambling brand Entain and Camelot 2022 UK PR pitch strategist.

eBay Germany & WARC

Part-Time July-Aug 2021

Training eBay's marketing team on campaign effectiveness trends and campaign evaluation, partnering with WARC, for a 2-day workshop.

Brand Strategist - Infinity Tech Group

Part-Time May-July 2021

Client-side role repositioning of a tech brand as the company scales in the UK and refocuses its business goals and verticals post-Covid.

Strategist at AKQA

Jan-April 2021

World Gold Council brand campaign insight and strategic territory planning, insight into Gen Z and cryptocurrencies, Bacardi Sustainability insight & strategy

Strategy Director, Red Brick Road

Jan 2021

2 days of pitch support for Unidays Gen Z social media presentation - insight generation and social content framework

Strategy Director, Various

2020 Highlights

Strategy Director Yoyo Design

RS Components digital strategy from top of funnel to bottom, leading internal and client workshops, creative brief and strategy formation.

Brand Strategist Apothem CBD Oil

Client-side brand strategy positioning for CBD start-up, Apothem in Liverpool Street to position it as a leader in a category of cowboys.

Environmental Yacht Eco Services

Go-To-Market Paid Social strategy on Facebook, driving to campaign landing pages with email nurture. Plus cross-sell email marketing campaigns to luxury yacht management companies.

Other Projects

Atkins - Campaign Messaging House for Atkins creation, including stakeholder workshop and competitor landscape analysis

JPMorgan - relaunch strategy to help IFAs to persuade savers to become investors leading with video content.

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BCW - PR strategy pitch for RAK Tourism to persuade Brits to visit RAK and not Dubai

WARC & eBay - Berlin team insight training and COVID-19 recession guide training.

Identigen, Ireland B2B Agency - launch strategy following brand repositioning building content framework.

Integrated Strategist, BCW Global

September-Mid-January 2019-20

Lead strategist for Vype PR, Santander, UPS, Lloyds Banking Group and Huawei for campaigns with PR and social media focus.

Lead Social Strategist, Ogilvy Social Labs

April-August 2019

Lead strategist on Vype for global social media, content and influencer marketing activations targeting Millennials and Gen Z. Creating strategies and toolkits for local markets to activate from.

Strategy Director, Yoyo Digital

October-March 2019

Lead strategist on University of Southampton alumni re-engagement campaign, JP Morgan persona development and content creation workshops for Wealth Management marketing teams in Germany and UK. Pitch work for NFPs like Marie Curie, The Brooke, Shelter and Christian Aid.

Also wrote for Admap magazine, sales page writing for Navizone Enterprise software & detailed content plan for a premium office furniture brand, Investment brand UX analysis, and brand positioning for an industrial brand, Almor.

Lead Strategist at Freeman XP

May-September 2018

Delivered pitches for Playstation, Twitch (won), Vodafone (won), Visa, Autodesk (won) and Qualcomm. Supported on improving internal pitch process to increase pitch wins.

Strategy Director, Yoyo Design

February-April, 2018

Lead strategist on University of Southampton alumni international campaign to cold audiences. Tasked with developing proposition adaptable to multiple audiences on social, eDM, events and influencers. Achieved 25%-76% email open rates and their most successful campaign. Created a

strategy plan for agency's 2018 marketing activity. Wrote blog content for eConsultancy.

Lead Content Strategist, Pulse

January, 2018

Cross-account senior strategist support on B2B tech clients: Dropbox, Panduit & HP Printers. Designed digital journey maps, keyword & prediction analysis, integrated campaign planning and creative briefing.

Lead Digital Strategist, The Team

November-December, 2017

Digital lead on Avanade, Christian Aid, Gas Safe, Paragon Healthcare, RBS, creating digital activation frameworks. Also, using my qual research background, I set up, managed, moderated and debriefed 6 focus groups and 4 depths for Gas Safe Register to build much-needed customer insight for 2018 campaign. Using me vs. a research agency, I shaved 50% of the research budget.

Senior Content Strategist, Pulse

October 2017

Pitch win: Strategic support for Oracle's C-Suite online community of C-Suite executives across multiple verticals. Led customer and community insight, digital strategy, psychology of community management, online community platform analysis and recommended Muut.com.

Senior Social Strategist, Ogilvy Social Labs

September 2017

Intense, fast work with strategy team to build social media strategy for Coca-Cola Teens audience on Instagram, Snapchat, Facebook and YouTube.

Senior Strategist (Various)

May-August 2017

Pitches for Oracle, Isuzu, Skoda, Fast & Furious Live & Jaguar Land Rover Brand Manifesto, brand positioning workshop for Clarence Court Eggs, Deloitte Accountancy content planning for startups, presentation writing on refreshing stale brands and Cannes Lions for WARC.

Senior Digital Strategist at MOI Global

January-April 2017

Asked back to bring B2C experience to pitches for Oracle's Mid-Market & Enterprise online conversion experience, a customer acceleration tool, and pitches for AI customer experience

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brands Genesys & Nice Systems (won 3 pitches). Led Sage global content rollout including webinar creation and high-emotion brand video. Supported agency to build Insights As A Service platform.

Senior Strategist at Freeman XP

Contract

October- December 2016

3/3 pitch wins as strategic pitch lead for Vodafone UK Integrated Network campaign, Wipro brand experience at Davos, and Tableau big data experiences. Hired to give a digital perspective to all agency's responses. And to help develop the agency's measurement proposition.

Senior Digital Strategist at MOI Global

July-September 2016

Crafted global digital content strategy for B2B software brand Sage, for 2017. Extensive desk and stakeholder consultation to inform strategy. Developed content nurture journey for audience segments to roll out globally and adapted by 10 markets. Involved major presenting to global and local market stakeholders.

Senior Strategist at Freeman XP

July 2016

A 10-day project supporting Vodafone brand experience strategy for Halloween 2016, with social media research on how Gen Z use social media to engage with brand experiences.

Senior Digital Strategist at Citizen

Relations PR

June 2016

Lead social strategist for launching a charity app. Category, competitor audit & influencer identification, strategy & activation planning, content calendar creation (B2B and B2C). Used insight tools (GWI, WARC, Crimson Hexagon).

PERMANENT ROLES

Senior Planner at Southpaw

January 2014 - June 2016

Senior strategist created a new brand, community and content strategy for TaylorMade Adidas golf.

Content strategy pitch-win for Honda Motorcycles Europe. Consumer journey pitches for Honda Cars and Suzuki's New Vitaro integrated NPD positioning for SAB Miller, integrated strategy for Gallo's Dark Horse wines, .com pitch-win for Sharp B2B site, consultancy for Dunkin Donuts.

Digital Strategist at Red Ant Digital

April 2012 - December 2013

Digital strategist on .com and e-commerce builds for B2C and B2B clients. Extensive persona building and stakeholder workshops for Winsor & Newton fine art paints & Walker Greenbank. Social media strategy for Police Fashion, miDrive, and Fat Face.

Experience Strategist at George P Johnson

Oct 2011 - March 2012

Event portfolio planning and brand experience strategy for Vodafone Led strategy for GSMA's 'Internet of Things' experience at MWC.

Social Media Analyst at WSPA

September 2011

A short, sharp deep-dive into charity's social channel performance, and influencers.

Qualitative / Ethnographic Researcher At Behaviour Change

September 2011

Ethnographic filmed behaviour change study to get UK citizens to take the bus more.

Qualitative Researcher (Various)

September 2007-April 2011

Worked at The Nursery, Truth and Wardle McLean on focus group, interview and ethnographic projects for Lloyds Banking Group, RBS and Santander, HSBC, Ribena and Lucozade, COI

Account Manager at Saatchi & Saatchi

April 2005-September 2007

Managed accounts Lafarge Cement, Cosgrave VisitBritain, and Saint Gobain.

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Education

First Class degree in English Language & Literature BA
(Manchester University 2001-2004)

Qualifications & Courses

IPA Effectiveness Qualified, IPA Foundation Qualified
MRS Advanced Certificate
Psychotactics Headline Writing Course, Article Writing Course, x2 Sales Copywriting Course, Art Of Pre-Sell Course, Psychotactics Information Products Course
Lead Guru & Ad Clients Facebook, Instagram & YouTube advertising course
YouTube Magnates Media & YouTube For Bosses Courses
MailChimp Essentials course. Medium, blog writing course
42 Courses Storytelling course

eBooks Written For Small Businesses

How To Grow An Unsexy Brand On Instagram
The Science Of Getting Chosen

Software

MS Office, Keynote, Kartra Sales Funnels, Premiere Pro, MailChimp Email Marketing