

Title

Charlie L.

Senior Integrated Strategist at TRO

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Summary

Senior integrated strategist with experience in both creative and media sides. Disruption and cultural-centric insight define my work approach. I deliver strategy works that transform client briefs, sometimes businesses. I work on a spectrum of strategy projects from creative (brand, campaign, comms planning), channel (media, audience, ecosystem planning), e-commerce strategies to product innovation and CRM programme design. One of the proudest works I have done so far is to ideate and develop a new product that has survived the anti-protest law in Hong Kong and the pandemic. A fluent speaker of four languages, I have experience in Hong Kong, Singapore, Madrid, Istanbul and most recently London, where I do not need any visa sponsorship.

Experience

TRO · Full-time at Strategy Director (Part of TBWA & Omnicom Experiential Group)

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- CX design
- Operation planning & optimisation

Ogilvy · Full-time

Senior Strategist

Jun 2021 - Apr 2022

Drive business development and agency transformation alongside with other business leads on a group level, from incorporating comms planning thinking into briefing session to collaborating with other Ogilvy brands (Ogilvy Consulting, Social@Ogilvy and PR) on new business pitches.

Lead strategist for DFI Retail Group*, Wyeth Nutrition and Kotex

New business win: LANDMARK, Dreyer's, One Nestlé

*Subsidiaries of DFI Retail Group: Wellcome (the largest supermarket network in Hong Kong), Giant (supermarket in Malaysia and Singapore), 7-11 (convenience store) and IKEA

TBWA\Worldwide

Senior Strategist

Nov 2019 - Jun 2021

Bring back comms planning to the creative environment through Disruption®.

Lead strategist for Starbucks Asia Pacific (14 markets).

Support other company accounts including Lexus, Hong Kong International Airports, The Club and Standard Chartered Bank.

Apart from brand planning, my work deliverables include but not limited to: e-commerce strategy, communications planning, consumer journey mapping, defence strategy, etc.

New business win: Starbucks Asia Pacific, The Club

One of the drivers for the D, E&I initiative, I have developed a framework that enables us as a company to focus on the ethnic minority migrants in Hong Kong. We work with NGO partners to conduct knowledge exchange workshop, internal newsletter, and hopefully enable positive changes in the industry.

OMD Worldwide

Senior Strategic Planner

Apr 2019 - Nov 2019

OMD handed Hong Kong media brief for Estee Lauder

OMD Worldwide

Communications Planner

Apr 2018 - Apr 2019

Mumbrella Asia Awards winners revealed

Leo Burnett at Associate Strategic Planner

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Worked across Leo Burnett and Publicis Groupe in Greater China.

Led Tempo, a beloved tissue brand from Germany, and challenged market convention through product innovation driven by Hong Kong market.

iris Worldwide
Strategic Planner
2016 · Less than a year -
Worked at the regional office of iris Worldwide.
Picked up the fundamentals of planning in a culturally diverse team.

TBWA\Worldwide
Strategy
2015 · Less than a year -

Esedigital at International Marketing

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Education

Koç University

Communication and Media Studies, International Relations, -- -- --

Skills

English, Social Media, Microsoft Office, Teamwork, Sociology, Marketing Communications, Communication, Cultural Sensitivity, Public Speaking, Advertising, Communication Skills, Research, Strategic Planning, Creativity, Creative Strategy, Digital Marketing, Social Media, Sociology, Marketing Communications, Cultural Sensitivity, Advertising, Research, Digital Marketing, Microsoft Office, Teamwork, Communication, Public Speaking, Communication Skills, Strategic Planning, Creative Strategy, English

Keywords

Languages

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