



Tom Primrose

Consumer voice. Data cruncher. Insight finder. Problem solver. Strategy writer. Channel planner. Creativity seeker. Brand guardian. I strive to build the perfect environment for creative development.

Experience



February 2021 – Present
Lead Strategist at Curious

Play a central role for the agency building brands to become genuine business assets, pitching/prospecting for new brand partners and providing thought leadership to make Curious part of important industry conversations. I report directly into the Managing Director and am the lead strategist across all projects.



January 2021
Lead Strategist at BigSmall (Freelance)

Twinings

I channelled Twinings' ambitious vision for growth, moving them out of the traditional tea space and into the wellness arena through a powerful content strategy.

Output: A diverse and empowering range of social media content aligned with the new content pillars, as well as a mood film.



November 2020 – January 2021
Senior Strategist at The&Partnership (Freelance)

Velo & Glo

Brought new products to the world through the power of social, as well as launching an online content destination to amplify partnerships such as Tomorrowland, McLaren F1, Vice.

Output: Collection of inspiring social assets, a striking Instagram grid design, an immersive website and brand playbooks.



September 2020 – November 2020
Senior Strategist at Impero (Freelance)

Budweiser

I utilised Budweiser's official partnership with the England team to create patriotism, beer sales and competition entries throughout Euro 2021.

Output: Creative platform, competition and prize strategy, creative comms – OOH, in-store, packaging.

Mawé

Launched an exotic natural energy drink to the world, leveraging the power of the Amazon to create a bold and captivating brand positioning – 'Come Alive'.

Output: Creative platform, brand identity, brand artwork, animations, social/website.



November 2019 – September 2020
Senior Strategist at Catch A Fire (Freelance)

Provided strategic consultancy for: Quorn, Flora, Bloom Opihr, SUSO, Upfield, Greenall's



March 2020 – May 2020
Lead Creative Strategist (Freelance)

Beatchain

I harnessed a revolutionary music platform to create a radical online movement by producing a bold, empowering and highly relevant social strategy – Music Industry 2.0.
Output: Provocative digital launch campaign (Beat The System) that spanned multiple channels and cemented a distinctive brand identity.



February 2020
Lead Strategist at Foxtrot Papa (Freelance)

Land Rover

I gave the established Land Rover Discovery new life by exploiting its fresh features and introducing an emotive new positioning centred around uniting families.
Output: Uplifting brand film that ran across digital and printed brochure communications.



May 2019 – October 2019
Content Strategist at Ogilvy (Freelance)

Vype & LYFT

I helped launch a completely new product type into markets around the world by tapping into and aligning with localised cultures to make them inherently relevant.
Output: A selection of pitch winning ideas and brand playbooks that were implemented in local markets.



2013 – 2019
Brand Planner/Content Strategist at Southpaw

- Reported directly into the board of directors
- Strategy lead on a number of key client accounts incl. Adidas, Honda, Eurotunnel
- Played a key role winning new business through prospecting and pitching
- Led the creation of Southpaw's incubator platform Hatch
- Took several start-up companies from concept to market successfully
- Twice led Southpaw's Curiosity Week
- Represented the agency at Hakuhodo's GMD, winning a bronze award

Qualifications

Degree - BA (Hons) Advertising – 2:1 (2013)
E Consultancy – Content Strategy, Editorial Planning & Content Calendars (2018)
IDM - Certificate in Direct & Digital Marketing Principles, Credit (2013)
IPA Foundation & Search Certificate, Credit (2014, 2015)
A Levels – Media A, Business A, Law B (2010)

Key Skills/Tools

Global Web Index, Foresight Factory, WARC, Mintel, Microsoft Office, G Suite, iWork, Survey Monkey, Brief Writing, Strategic Proposals, Market Research Qual & Quant, Data Analysis, Workshops, Competitor Audits, Pitching/Presenting, Copywriting, Thought Leadership, New Biz, Comms/Media Planning, Creative Development, Client Liaison

Interests/Interesting

Was selected for professional football trials
Have had a piece of historical work archived
Tom Cruise follows me on Twitter