

KATE JOHNSON



I have defined and developed effective strategies across multiple regions for a wide variety of brands; each designed to meet business objectives, frequently surpassing targets.
I recently won a silver DMA award for 'Best Customer Retention'.

I'm a curious, customer centric, marketer with a passion for multi-channel, loyalty driving campaigns. I enjoy crafting communications that combine inventive thinking, analytical expertise and behavioural science.

I have a thirst for knowledge and enjoy unearthing consumer insights which led me to recently establishing a 'Research and Insights' function within my agency.

CERTIFICATES

MINI MARKETING MBA (GRADE A)

IDEO – INSIGHTS TO INNOVATION

B.SC. HONS MANAGEMENT & MARKETING

MANCHESTER UNIVERSITY (2.1)

A LEVEL ENGLISH, SOCIOLOGY & CLASSICS

PASSIONS

MENTORING - ADVENTURE TRAVEL – READING

SKIING – PELOTON – RUNNING

CORE SKILLS

CRM

BRAND PROPOSITION

LOYALTY PROGRAMMES

BUDGET MANAGEMENT

DATA ANALYSIS, QUAL & QUANT RESEARCH

CUSTOMER JOURNEY

POSITIONING, SEGMENTATION & TARGETING

LEADERSHIP

STAKEHOLDER MANAGEMENT

MARKETING STRATEGY DIRECTOR - DIGITAS (PUBLICIS GROUPE) JUNE 2017 – PRESENT

Samsung, Nivea, Primark, Visa, GSK, EON, Four Seasons, Nestlé, Lexus, Pringles, Kellogg's, AMEX, Stellantis & HSBC

I joined as a freelancer, after six months I became a permanent employee and line manager to senior strategists.

Marketing Plan: I am the global marketing lead for Primark. I designed and developed their CRM programme from scratch whilst workshoping a best in class loyalty proposition, enabling them to leapfrog the competition and transform into a cutting edge digital brand.

Customer experience: I have devised numerous value exchange frameworks to show how marketing strategy will successfully achieve business objectives. For Fiat, GSK and Visa, I used data and undertook research to glean insight into the brand, consumer, category and their competitors. I set clear goals laddered to business priorities and determined the relevant marketing tactics and creative executions required to meet consumer needs. I then built toolkits that were rolled out across multiple markets.

Value Proposition: I recently created a value proposition, messaging matrix, measurement framework, test & learn plan and touchpoint map for EON in order to reduce churn. The effectiveness of the strategy was proven by the exceptionally high engagement rates that surpassed every benchmark and industry standard, resulting in an 18% uplift in customer retention. Building robust test and learn programmes has enabled me to successfully optimise CRM and loyalty programmes for numerous brands.

FREELANCE MARKETING STRATEGY DIRECTOR - KATE JOHNSON CONSULTING (OCT 2015 – MAY 2017)

Agencies: Havas Helia, Grey, LIDA, Rapp, FCB Inferno & BBH

Clients: BMW, IKEA, SAGA, L'Oréal, Which? Jaguar Land Rover, Nespresso, Virgin Media, NEXT, Tesco Bank

Loyalty & Membership: I designed a loyalty membership scheme and value proposition to target and grow a younger audience. I utilised a variety of insights to develop a customer focused membership program that facilitated a shift away product marketing.

Advocate strategy: I created a toolkit that demonstrated how to build authentic, digital brand ambassadors for L'Oréal. It showed how to represent brand values, build communities and focus on the 1%

CRM: Devised numerous customer centric strategies to optimise existing customer base with the aim of increasing frequency and driving up average order value.

Pricing Strategy: Recommended appropriate price communication and managed stakeholders so BMW could achieve discounted forecourt sales without compromising long-term brand equity.

Creative briefs: Wrote inspiring creative briefs, using behavioural economics to nudge behaviour change.

SENIOR CRM MARKETING DIRECTOR - WAITROSE & JOHNS LEWIS PARTNERSHIP (MAR 2014 – MAR 2015)

I developed tailored communications to Waitrose customers in order to increase average order value and frequency of shop resulting in incremental sales and revenue.

Team Management: I built and managed a team of nine analysts who designed, analysed, and undertook campaign selections. I took a coaching approach to managing my team. I helped develop their commercial awareness, project management skills and guided them towards achieving their career ambitions.

Stakeholder Management: I evaluated conflicting stakeholder targets and helped them to achieve their objectives whilst aligning with overarching business priorities.

CRM Strategy: Leveraging insight, I developed communication strategies to target profitable customers.

Resource and Project Management: I ensured the team was optimised and projects prioritised, delivered on time and to specification during a major CRM and database platform migration.

SENIOR DATA PLANNER - OGILVY ONE WORLDWIDE (FEB 2006 – MAR 2014)

Clients: BT, AMEX, UPS, IBM, AMEX, BA, Inter Hotel Group and Public Health England.

I originally joined Ogilvy as a Senior Analyst and line manager. It was there I found my love for creative planning and was promoted into a strategic role.

Contact Strategy: Created actionable campaign plans that visualised touchpoints and testing hypotheses.

Campaign Planning: Leveraged data to design and deploy triggered seasonal and 'always on' campaigns.

Measurement Framework: Determined and analysed soft and hard KPIs.

Segmentation – Developed actionable segments using transactional and behavioural data

DATA ANALYTICS MANAGER - WATER AID (MAR 2003 – DEC 2005)

Analytics: Increased average donation value through transactional and behavioural data insight.

Churn Model – Built tool to identify donors who were at high risk of attrition.

Measurement Reports – Produced visual, easy to digest reports using a variety of BI tools and SPSS

MARKETING ANALYST - HUDSON RIVER GROUP, NEW YORK. USA (MAR 2002 – JAN 2003)

Marketing Mix Analysis: I built statistical models to identify the source of growth or decline as a result of digital and direct mail campaigns, sales promotions, TV & radio advertisements and major league sponsorship.

REPORTING ANALYST - CITIBANK PRIVATE BANK (JUN 2001 - MAR 2002)

High Value Transaction Reporting: Identified and analysed transactions deemed a significant risk

MARKET RESEARCH MANAGER - HIGH FLIERS PUBLISHING (OCT 1999 - JUN 2001)

Focus Groups & Interviews: I led research teams and published findings in the 'Times Top 100'.