



CHARLIE LOUISE RIGGS

PROFILE

Strategy is my passion. I enjoy problem solving and finding focus using insights. Spending time client-side and agency-side means I understand both, with experience across many industries including tech, automotive, finance, FMCG, government and charity. I have a Masters in Marketing, a degree in Information Systems Management and recently enjoyed a 12 week Professional Masters in Brand Strategy by Hoala, where I learned from the best strategic minds across the world. I love learning. I have a curious mind and a positive outlook.

CAREER

Apr 22 - present Freelance Brand Strategist / Senior Planner

Clients: *Candid Convo (round table events), Prisma (bio-medical technology)*

Feb 22 - Apr 22 Freelance Senior Planner - Karmarama (Accenture), London, UK

Developed propositions & segmentation messaging across customer journeys using research & data

Client: *Plusnet Broadband (part of BT)*

Sep 21 - Jan 22 Freelance Brand Strategist - Valiant, Farnham, UK

Building stronger brands for Valiant, a branding agency, and clients, including brand direction, propositions, values, tone of voice and worked with creative for logos & design

Clients: *Amyra cyber security, World Flight Services, Guildford Diocese Board of Education*

**2015 - 2021 Strategy, Insight & Communications contracts in
Digital Entertainment, Gibraltar & Spain**

Key achievements:

- 1) Developed global marketing strategy, including brand values, propositions, brand book, tone of voice. Worked with digital agencies to align CX, SEO, PPC & social media
- 2) Won a B2B pitch in the USA to develop their brand and managed the client-side pitch process for global brand tracking and a brand launch in Croatia
- 3) Managed a large scale research project, investigating brand opportunities for proposition development across Norway, Finland and UK
- 4) Managed the development of an animated TV ad for the Finnish market, modular so each element could be switched depending on country
- 5) Managed an Internal Communications team across 8 worldwide locations and a client-side Research & Insight team UK for *Ladbrokes, Coral, Gala, Foxy and Party* brands

Clients: *William Hill online, Superbet, SG Digital, GiG, Entain*

2004 - 2014 Freelance Senior Strategic Account Planner, London, Gibraltar & Spain

Responsible for strategy development using product truths, market & competitor exploration, consumer insights, research & workshop facilitation. Developing company identity, marketing strategy, marketing plans, communications strategy, CRM plans, brand strategy, propositions & creative briefs. Seeking opportunities & workable strategic solutions, presenting to clients.

Key achievements:

- 1) Won SEAT pitch for Leon communication with challenging new creative work. Uplifted year on year sales by 70%
- 2) Produced the full Marketing Plan for the Assay Office, London
- 3) Fully developed the communications program for the Department of Health aimed at healthcare professionals to encourage smokers to quit

Agencies:

Rock Brand, Whitewater, Kitcatt Nohr Alexander Shaw, Gravity, Barraclough Edwards Chamberlain (BEC), Ignition, The Pulse Group, ARC Worldwide, and Draft Worldwide

Clients:

<i>Financial</i>	<i>Norwich Union Direct, Britannia mortgages, Transact Network (pre-pay cards)</i>
<i>Automotive</i>	<i>Lexus, SEAT, Vauxhall</i>
<i>Government</i>	<i>Dept of Health (stop smoking), Motability, Teacher Training Agency</i>
<i>FMCG</i>	<i>Bic, Imedeen, Southern Comfort, Diet Coke Ireland</i>
<i>Services</i>	<i>Assay Office London, InterContinental Hotel Group</i>
<i>Charity</i>	<i>Breakthrough Breast Cancer, RSPCA, Princes Trust, MNDA, RNLI, ORBIS</i>
<i>Partnerships</i>	<i>Shelter with Ikea</i>
<i>Private</i>	<i>Wine, Helicopters, Nutrition, new social media, E-learning, Wellness</i>

2000 - 2003 Strategic Account Planner - Lowe Direct / Draft (IPG), London**Key achievements:**

- 1) Saab tone of voice, sent to all global Saab marketing agencies as an example to follow
- 2) Won Shell Visa marketing pitch
- 3) Produced a full CRM program for Flora pro.activ

Clients: *Flora pro.activ, Shell Visa, Orange, Saab, Brands Hatch, Nestle, Johnson's Baby*

1996 - 2000 Data, Research & Brand Development Manager - R.J. Reynolds Tobacco

Strategic planning, commissioning research, managing data suppliers, analysing and presenting data. Category Management - Tesco & Jet. "Creativity Group" problem solving to present to European Board. Won 'pioneering for growth' award. European Works Council rep

EDUCATION

2022	Certified Business Coaching & Consulting course (Fridays; April to August)
2021	Hoala 12 week Professional Master Course in Brand Strategy. All lessons by CSO's & Strategy Directors at Wieden & Kennedy (NY & Amsterdam), Ogilvy (Australia), Droga5 (NY), Upside, Uncommon, Accenture (London), Colenso BBDO (New Zealand), 72andsunny (Amsterdam) and DDB (NY)
2003	Zertificat Deutsch, Volkshochschule, Frankfurt - intensive German language
1997 - 2002	APG / IPG Courses: Creative Briefing / Moderating Research & Fundamentals / Project Management / Strategic Planning / Marketing Development
1995	Masters, MSc Marketing , Manchester School of Management, U.M.I.S.T.
1994	BSc (Hons) Information Systems Management, 2.1 , Bournemouth University
Interests:	Ballet, Aerial Hoop, Gymnastics Coaching, Psychology, Nutrition