

PANTHEA FASSIHI-RAD

STRATEGY DIRECTOR



PROFILE

A people driven strategist, interested in human insights, cultures, market challenges and trends. With a solid background in comms planning, followed by years of digital planning and creative strategy, my approach to strategy is holistic and omni-channel.

EXPERIENCE

FREELANCE | STRATEGY/DIGITAL CONSULTANT | Feb 2013 – Dec 2021

- Digitas (Social Strategy on CyberSource (A Visa Solution))
- We are fearless (Digital comms strategy and campaign planning)
- MRM (Digital comms strategy and campaign planning on Sanofi)
- We are fearless (Digital comms strategy and campaign planning on Visa UEFA Partnership)
- AKQA (Digital comms strategy and campaign planning on Sky)
- Deloitte Digital (Social Strategy)
- Visa Europe (Strategic Research Consultant)
- Pernod Ricard UK (Creative planning and Research on NPD)
- FCB Inferno (Communication strategy on Dept. Of health and Dept. of Education)
- VML London (Audience research on Sanofi)
- Isobel (Creative and social strategy on Gala Bingo brand relaunch)
- RG/A London (Social & Digital strategy on Diageo and Siemens)
- Zenith (Global Communication Planning Coty)
- Rufus Leonard (Digital Experience and transformation on Pizza Express)
- Razorfish (Global digital campaign planning on BlackBerry)

SANTO (WUNDERMAN THOMPSON) | SR GLOBAL PLANNER | Oct 2018- Sep 2019

Creative strategy, brand planning and digital strategy lead on Vodafone Group.
Developed propositions and global strategies for:

- Developing the Vodafone's brand purpose story internally and externally
- External partnerships with the likes of ESL, Disney and Universal
- International Women's day initiative
- Vodafone's 5G position
- global device launches

DIGITAS LBI | ACCOUNT DIRECTOR | Jun 2010 – Jan 2013

- Lead on top agency clients [Microsoft and BT], driving innovative and customer centric digital communication across owned, earned and bought channels.
- Full redesign of business.bt.com

NATIONALITY

British

SKILLS

Research & insight
Comms planning
Social media
Creative briefing
Content planning
Storytelling
Visual and verbal presentation

CATEGORIES

FMCG
Beauty and Luxury
Telecoms
Technology
Finance

LANGUAGES

English
Swedish
Farsi

- Led the first animated crowdsourced online content series created by Edgar Wright and Marvel comic, with the objective to improve perceptions about Microsoft's Internet Explorer browser. [www.brandongenerator.com] (IAB shortlisted, Bronze at the Digital Impact Awards, Multiple bronze & silver at the Lovie Awards.)

ISOBAR | SENIOR CAMPAIGN MANAGER | May 2009 – Jun 2010

- Global Digital Campaign management for Nokia.
- Key project: Campaign management for one of Nokia's most innovative and creative campaigns for Nokia Maps "The World's Biggest Signpost", winning multiple awards, including Cyber Lions.

MINDSHARE | COMMS PLANNING DIRECTOR | Apr 2009 – May 2009

- UK Comms planning for Nestle Purina with projects such as:
- Growing Purina's share of voice and share of market through development of customer-centric communication briefs for media buyers and media owners.

STARCOM | COMMS PLANNING MANAGER | May 2003 – Apr 2008

- Joined as comms planning intern and stayed for 5 years, working on P&G Global Business Unit account across Femcare, Beautycare and surfacecare. Projects involved:
- Communication reviews – data-led analysis of category, product and consumer insights
- Consumer insight and pen-portrait development
- Strategic campaign planning

EDUCATION

- Sep 2002 – Sep 2003 Kingston University, UK; M.A., Marketing. (Commendation)
- Jan 1999 – Jun 2001 Columbia College Chicago, USA; B.A., Marketing Comm. (1st)
- Sep.1997 – Dec 1999 Stockholm University, Sweden; (Business administration)

Professional Qualifications

- Putney School of Art - short courses in Design, Painting & Drawing, Web design, Colour Theory across 2010-2012 & 2020-2021
- Advertising Association's 4-day Media Business Course in Nov 2007
- Circus Street's 2-day Digital/Interactive training in Nov 2007
- Professional presentation skills at Institute of Practitioners in Advertising 2006

AWARDS

- Academic Excellence Award by Columbia College in the Graduating Class of 2001
- Columbia College Dean's List for academic excellence- Spring 1999 and Fall 2000