



Daniella Graham

at

<https://www.linkedin.com/in/daniella-graham-091a2724/>

Summary

Experience

Senior Strategist at Hanover Communications

01/10/2021

Senior Strategist working within the Strategy and Insights team, overseeing strategy and research projects for clients across sectors including healthcare, automotive and sustainability

- * Strategic lead on clients including Centre for Disaster Protection and Health Equals. Work includes client briefing, proposal and budget writing, audience segmentation and strategic development

- * Lead planning and delivery of research projects including patient insights for BMS, policy landscape analysis for Health Foundation and EV market and consumer mapping for Nissan.

- * Founding member of Hanover's 'green team' to drive internal sustainability policies and develop our external ESG positioning. Responsible for planning, scripting and write up of research for our guide to changing attitudes to climate action among business leaders

- * Market Research Society certified, passing Certificate in Market Research with distinction

Senior Strategic Communications Officer at Public Health England

01/01/2021 - 01/09/2021

Responsible for strategic planning for the public health reforms programme, working across the internal and external communications teams to communicate a vision for the newly-established UK Health Security

Agency - <https://www.gov.uk/government/news/work-begins-for-uk-health-security-agency-to-protect-the-nation>

Agency - <https://www.gov.uk/government/news/work-begins-for-uk-health-security-agency-to-protect-the-nation>

- * Leading the development of internal communications events to update staff, including developing briefing

materials for senior leaders including Dr Jenny Harries and Dido Harding

- * Liaising with other governmental departments to develop aligned media materials relating to major news announcements, including the Government's 'transforming the public health system' policy paper
- * Supporting the development and execution of an all-staff survey using quantitative and qualitative research methods, interpreting findings to develop a series of recommendations to inform future communications
- * Using evaluation tools to develop metrics for communication objectives, assessing the effectiveness and impact of communication methods

Senior Strategist at MHP Group

01/05/2015 - 01/12/2020

Responsible for developing and implementing best practice for insight-driven planning, measurement and evaluation across the agency, including working on new business pitches and leading training for all staff

- * Strategic lead on First Choice's triple Gold AMEC Award-winning consumer PR campaign, - <https://amecorg.com/awards/2019-winners/> which increased brand consideration by 82%
- * Utilised measurement data to advise clients such as TUI, Huawei and LEGO on improving the effectiveness of communications
- * Oversaw the agency's awards output, leading to the agency's highest-ever award wins
- * Winner of PRCA UK Young Lions 2018, representing the UK at Cannes' global competition

Senior Communications Officer at Department for International Trade

01/10/2016 - 01/03/2017

Early positions at Metro: Strategist, News Editor

Senior Communications Officer (secondment from

Seconded to the strategic communications department for four months

- * Developed departmental communications strategy
- * Developed communications plan for departmental activity
- * Liaised with press office, agencies and other governmental departments

Editor at

01/07/2014 - 01/05/2015

Metro.co.uk, Entertainment Editor -----

Oversaw Metro.co.uk's TV, showbiz, film and music channels, managing six permanent staff and a team of freelancers

- * Worked with the SEO, social and development teams to develop content strategy and new content types
- * Monitored analytics to establish trends, achievements and concerns and identify opportunities for growth
- * Part of a senior team which ensured Metro.co.uk retained its position as one of the fastest-growing newspaper websites in the UK during a period of major structural change, reaching an average of 30 million unique visitors a month

Editor at Night Site

01/10/2012 - 01/07/2014

Oversight of web team content creation, including management of evening web staff with sole legal responsibility for content published on Metro.co.uk during evenings

- * Responsibility for covering breaking news, creating and updating content on stories such as the death of Nelson Mandela
- * Management of Metro's social media channels during evenings
- * Part of senior team which ensured Metro.co.uk remained one of the fastest-growing UK newspaper websites during a period of major structural change, reaching an average of 30million monthly unique visitors a month

Online Content Executive at Early positions at Metro

Education

UCL

Master's degree, -

UCL

Master of Science, -

Skills

strategic development, Lead planning, develop our external ESG, Planning Skills, Best Practice, PR Campaigns, Strategic Planning, Corporate Communications > External Communications, Liaising, develop metrics, Senior Strategist, Senior Strategic Communications Officer

Keywords

Languages

—

Other candidate information that Vincere supports

Add the wildcards to your template. Vincere will recognize and replace it with corresponding information.

(Notice: Please remove this section if you don't need it in your template)

General information

1. Candidate middle name ()
2. Candidate preferred name ()
3. Candidate first name in Kana ()
4. Candidate last name in Kana ()
5. Candidate date of birth ()
6. Candidate Age ()
7. Candidate Place of birth ()
8. Candidate Citizenship ()
9. Candidate Gender (Female)
10. Candidate Photo (



11. Candidate Primary Email (daniellagraham@gmail.com)
12. Candidate Work Phone ()
13. Candidate Primary Phone (+44 7824 900373)
14. Candidate Home Phone ()
15. Candidate LinkedIn profile (<https://www.linkedin.com/in/daniella-graham-091a2724/>)
16. Candidate Current Address - Address ()
17. Candidate Current Address - District ()
18. Candidate Current Address – City/Town ()
19. Candidate Current Address - State ()
20. Candidate Current Address - Country ()
21. Candidate Current Address - Zipcode ()
22. Candidate Current Address - Name ()
23. Candidate Availability for Work ()
24. Candidate Marital Status ()
25. Candidate TOEIC Score ()
26. Candidate IELTS Score ()
27. Candidate ID (63730)
28. Candidate Work History (Hanover Communications)
 - Senior Strategist
 - 2021-10-01
 - Senior Strategist working within the Strategy and Insights team, overseeing strategy and research projects for clients across sectors including healthcare, automotive and sustainability
 - * Strategic lead on clients including Centre for Disaster Protection and Health Equals. Work includes client briefing, proposal and budget writing, audience segmentation and strategic development
 - * Lead planning and delivery of research projects including patient insights for BMS, policy landscape analysis for Health Foundation and EV market and consumer mapping for Nissan.
 - * Founding member of Hanover's 'green team' to drive internal sustainability policies and develop our external ESG positioning. Responsible for planning, scripting and write up of research for our guide to changing attitudes to climate action among business leaders
 - * Market Research Society certified, passing Certificate in Market Research with distinction
- Public Health England
- Senior Strategic Communications Officer
- 2021-01-01 - 2021-09-01
- Responsible for strategic planning for the public health reforms programme, working across the internal and external communications teams to communicate a vision for the newly-established UK Health Security - <https://www.gov.uk/government/news/work-begins-for-uk-health-security-agency-to-protect-the-nation>
- Agency - <https://www.gov.uk/government/news/work-begins-for-uk-health-security-agency-to-protect-the-nation>
- * Leading the development of internal communications events to update staff, including developing briefing materials for senior leaders including Dr Jenny Harries and Dido Harding
- * Liaising with other governmental departments to develop aligned media materials relating to major news announcements, including the Government's 'transforming the public health system' policy paper
- * Supporting the development and execution of an all-staff survey using quantitative and qualitative research methods, interpreting findings to develop a series of recommendations to inform future communications

* Using evaluation tools to develop metrics for communication objectives, assessing the effectiveness and impact of communication methods

MHP Group

Senior Strategist

2015-05-01 - 2020-12-01

Responsible for developing and implementing best practice for insight-driven planning, measurement and evaluation across the agency, including working on new business pitches and leading training for all staff

* Strategic lead on First Choice's triple Gold AMEC Award-winning consumer PR campaign, - <https://amecorg.com/awards/2019-winners/> which increased brand consideration by 82%

* Utilised measurement data to advise clients such as TUI, Huawei and LEGO on improving the effectiveness of communications

* Oversaw the agency's awards output, leading to the agency's highest-ever award wins

* Winner of PRCA UK Young Lions 2018, representing the UK at Cannes' global competition

Department for International Trade

Senior Communications Officer

2016-10-01 - 2017-03-01

Early positions at Metro: Strategist, News Editor

Senior Communications Officer (secondment from

Seconded to the strategic communications department for four months

* Developed departmental communications strategy

* Developed communications plan for departmental activity

* Liaised with press office, agencies and other governmental departments

Editor

2014-07-01 - 2015-05-01

Metro.co.uk, Entertainment Editor -----

Oversaw Metro.co.uk's TV, showbiz, film and music channels, managing six permanent staff and a team of freelancers

* Worked with the SEO, social and development teams to develop content strategy and new content types

* Monitored analytics to establish trends, achievements and concerns and identify opportunities for growth

* Part of a senior team which ensured Metro.co.uk retained its position as one of the fastest-growing newspaper websites in the UK during a period of major structural change, reaching an average of 30 million unique visitors a month

Night Site

Editor

2012-10-01 - 2014-07-01

Oversight of web team content creation, including management of evening web staff with sole legal responsibility for content published on Metro.co.uk during evenings

* Responsibility for covering breaking news, creating and updating content on stories such as the death of Nelson Mandela * Management of Metro's social media channels during evenings

* Part of senior team which ensured Metro.co.uk remained one of the fastest-growing UK newspaper websites during a period of major structural change, reaching an average of 30million monthly unique visitors a month

Early positions at Metro

Online Content Executive

2010-01-01 - 2012-01-01)

29. Candidate Desired Salary (GBP £0.00)
30. Candidate Current Salary (GBP £0.00)
31. Candidate Contract Rate ()
32. Candidate Notice Period (30)
33. Candidate Brief (Daniella Graham has been working in the Senior occupational sector for more than 13 years. Currently she is employed as a Senior Strategist at Hanover Communications. So far Daniella has not gained any managerial experience.)
34. Candidate LinkedIn resume ()
35. Candidate Company name()
36. Candidate Company number()
37. Candidate Branch ()
38. Candidate Desired Industry ()
39. Candidate Desired Sub Industry ()
40. Candidate Desired Function Expertise ()
41. Candidate Desired Sub Function Expertise ()

NOTE:

1. To fields of Education, because it's a dynamic field in Vincere and you can add as many education as you want in Candidate Profile, it's important to put the details inside a Loop to get all Education details of a candidate.

Education details that are supported in Resume Builder:

- a. Candidate Education Level (`${education.educationLevel}`)
- b. Candidate Education Summary (UCL
Environment, Politics, Master's degree
UCL
Environment, Politics, Master of Science
Cardiff University
Econ, Modern History and Politics, Bachelor of Science)
- c. Candidate Education Institution (`${education.institutionName}`)
- d. Candidate Education Course (`${education.course}`)
- e. Candidate Education Qualification (`${education.qualification}`)
- f. Candidate Education GPA (`${education.gpa}`)
- g. Candidate Education Honors (`${education.honors}`)
- h. Candidate Education Major (`${education.major}`)
- i. Candidate Education Grade (`${education.grade}`)

To use those wildcards, simply put them between an "Education.EducationStartLoop" and an "Education.EducationEndLoop"

Example:

UCL

Master's degree, -

UCL

Master of Science, -

Cardiff University

2. Fields in Work History of candidate work in the same way as Education's fields.

You will have to put Work History details in between a "WorkHistory.WorkCompanyStartLoop" and a "WorkHistory.WorkCompanyEndLoop".

Work History details that are supported in Resume Builder:

- a. Candidate Job title (`${experience.jobTitle}`)
- b. Candidate Employer (`${experience.employer}`)
- c. Date range (`${experience.dateRange}`)
- d. Candidate experience at the company (`${experience.company}`)

Recruiter information

1. User location ()
2. User phone number ()
3. Resume submitted date (12/07/2023)
4. User company name (Wild Squirrel Recruitment)
5. User name ()
6. User email ()
7. Primary Brand Logo ()
8. Primary Brand Name ()