



KATIE RISPIN

INTEGRATED COMMUNICATIONS DIRECTOR

I am an Integrated Communications Director with 15 years' experience in advertising (ex Karmarama and Red Brick Road) and PR (ex DeVries Global and One Green Bean) agencies.

My speciality is delivering integrated purpose driven campaigns for charities to maximise their impact and brands to create real value from purpose. I have recently been consulting for pro-bono creative collective Good Brains for Good Brands to drive fundraising revenue for Special Olympics Ireland, Make A Wish Foundation and Action Against Hearing Loss.

Specialities:

- Integrated brand & engagement campaigns
- Integrated fundraising campaigns
- Community & events
- New product development
- Partnerships advice & brokerage
- Influencing, campaigning, lobbying
- Volunteer recruitment & stewardship
- Social behaviour change campaigns

EXPERIENCE

JAN 2020 - AUG 2020
DIRECTOR, DEVRIES GLOBAL

Global Director for InterContinental Hotel Group's \$4m luxury portfolio (Regent Hotels & Resorts, InterContinental Hotels & Resorts, Kimpton Hotels and Restaurants and Hotel Indigo) and Krispy Kreme. This global role based in London oversaw all global account operations, commercial functions and implementation.

2017 - 2019
DIRECTOR INTEGRATED MARKETING, ALLISON+PARTNERS

On the management team, I was responsible for the division's operations, commercial function and implementation. I managed a portfolio of clients: IKEA, Discovery Inc, Samsung, PepsiCo, UN Women's HeForShe campaign, Frasers Hospitality (owner of boutique brand Hotel du Vin and Malmaison), Ascott Ltd. Criterion Hospitality and Dexcom.

2016 - 2017
FREELANCE CONSULTANT, ONE GREEN BEAN (HAVAS WORLDWIDE) & KAPER (KARMARAMA)

Integrated lead for Nokia (Global), Plusnet, Unilever Foundry and the Fairtrade Foundation. Played a key leadership role in strategic and creative brand development for multi-channel activation.

2013 - 2016
INTEGRATED SENIOR ACCOUNT DIRECTOR, RED BRICK ROAD

I led cross functional teams of strategists, creatives, producers and analysts to deliver integrated brand campaigns for Suzuki, L'Oréal, Jägermeister, JUST EAT, Yorkshire Building Society, easyProperty, ADT, Thinkbox, Soreen and British Summer Fruits.

2010 - 2012
SENIOR MEDIA OFFICER, AGE UK

Led and implemented consumer and corporate communications to significantly raise the profile of Age UK,

whilst supporting major priorities for advocacy and campaigning, services, research, fundraising, retail and trading. 2012 PR Week award winner for best 'Integrated Campaign' for Age UK's Spread the Warmth campaign.

2008 - 2010
FREELANCE PR ACCOUNT MANAGER, CLARION COMMUNICATIONS & TALK PR (M&C SAATCHI)

Led press offices for GSK, Nestlé, Twinings, Pinko, Nectar, Baileys, Lakeside Shopping Centre, John West and Rubicon

2004 - 2008
PR ACCOUNT MANGER, THE IMPACT AGENCY

Led press offices for San Miguel, Eatwell, Goodfellas, Tyrrells and FIJI Water.

2001 - 2002
SALES NEGOTIATOR, FOXTONS

Responsible for managing and overseeing property valuations, viewings and contracts.

EDUCATION



SCHOOL
1994 - 1996
9 GCSEs
(GRADES A* - C)

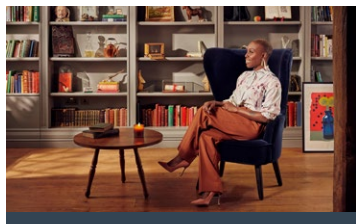


A LEVELS
1996 - 1998
ART, THEATRE STUDIES, HISTORY
(GRADES B-C)

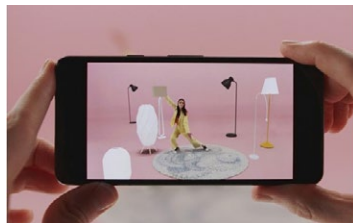


BA HONS (2:1)
1998 - 2001
THEATRE AND PROFESSIONAL PRACTICE

CAREER HIGHLIGHTS



SECURED **\$1M ADDITIONAL DVG REVENUE** FOR IHG BRAND CAMPAIGNSS - INTERCONTINENTAL ICONS AND HOTEL INDIGO CLUES TO THE NEIGHBOURHOOD - FOLLOWING PRIMARY MARKET LAUNCH SUCCESS.



EXPONENTIALLY GREW THE CONSUMER DIVISION AT ALLISON+PARTNERS. LED AND WON NEW BUSINESS PITCHES FOR IKEA, DISCOVERY AND FRASERS HOSPITALITY (OWNERS OF BOUTIQUE BRANDS MALMAISON AND HOTEL DU VIN).

ALLISON+ PARTNERS

DROVE ORGANIC GROWTH STRATEGIES AT ALLISON+PARTNERS - USED AGILE METHODOLOGIES TO DEVELOP AND ROLL-OUT 'GO-TO-MARKET' STRATEGY AND CREATIVE PRODUCTS TO 30 OFFICES WORLDWIDE.



AWARD WINNER - WON PR WEEK'S 2019 AWARD FOR BEST 'HEALTHCARE: ETHICAL OTC CONSUMER CAMPAIGN' FOR DEXCOM AND 2018 SABRE AWARD FOR BEST 'MEDIA RELATIONS CAMPAIGN' FOR IKEA PLACE.

MARCOMMS SKILLS



BRAND STRATEGY
& POSITIONING



SOCIAL IMPACT & CSR



CREATIVE DIRECTION



WORKSHOP DESIGN &
FACILITATION



BUSINESS DEVELOPMENT
& NEW ACCOUNT
ONBOARDING



EXECUTIVE-LEVEL CLIENT
PARTNERSHIP



AGILE CROSS-FUNCTIONAL
INTEGRATION &
PROGRAMME MANAGEMENT



CONTENT MARKETING
STRATEGY &
IMPLEMENTATION



PR



EVENTS



BRAND PARTNERSHIPS



TALENT & INFLUENCER



BUDGET



FAIRTRADE FOUNDATION - DON'T FEED EXPLOITATION

Integrated lead on Fairtrade Fortnight's 'Don't Feed Exploitation' campaign, urging shoppers, business and farmers to push for a fairer future. The campaign consisted of developing a stunt which was captured on film showing young children delivering goods to people's doorsteps to highlight how farmers and their families can be exploited via a paid and earned campaign to ignite consumer action. I also led a 7-day press trip with the Evening Standard and foodie influencer Rosie Birkett to Malawi, a high-profile influencer tea party at the Hoxton Hotel and developed celebrity Fairtrade recipes.



AGE UK - SPREAD THE WARMTH

Led Age UK's first ever integrated Spread the Warmth campaign, aiming to raise the profile of the charity, newly formed through the merger of Age Concern and Help the Aged.

The aim of this campaign was to highlight the needless suffering by too many older people in winter.

This highly successful campaign resulted in 1,877 pieces of editorial coverage, reached 572 million people

and won PR Week's Award for the 'Best Integrated Campaign'.

It also raised 800,000 through a charity appeal 'Donate A Coat' which consisted of forging partnerships with A list celebrities and a high-profile partnership with eBay and The Daily Mirror.

£20 million in government funding was secured as a result and the charity continues to use it as a model for all other campaigns.



ADT X VICTIM SUPPORT - TAKE NO MORE

ADT wanted to establish home monitoring services as an essential utility. Research showed us that the most significant impact of burglary on its victims was not 'what they take, but what they leave behind'. I led ADT's three-year marketing campaign 'Take No More' by brokering a three-year partnership with Victim Support to champion victims' desire for justice. The integrated campaign ran across print, outdoor, social, radio, online video and earned media. It was also used as

ADT's employee engagement programme to increase awareness of the charity's support services and drive fundraising revenue so it could continue its vital work. The campaign received the support of former justice minister Damien Green, received 731 pieces of coverage and ADT achieved a 26% increase in overall appointments, resulting in a 9% increase in sales. Campaign magazine also named it as one of its top 10 customer engagement campaigns.



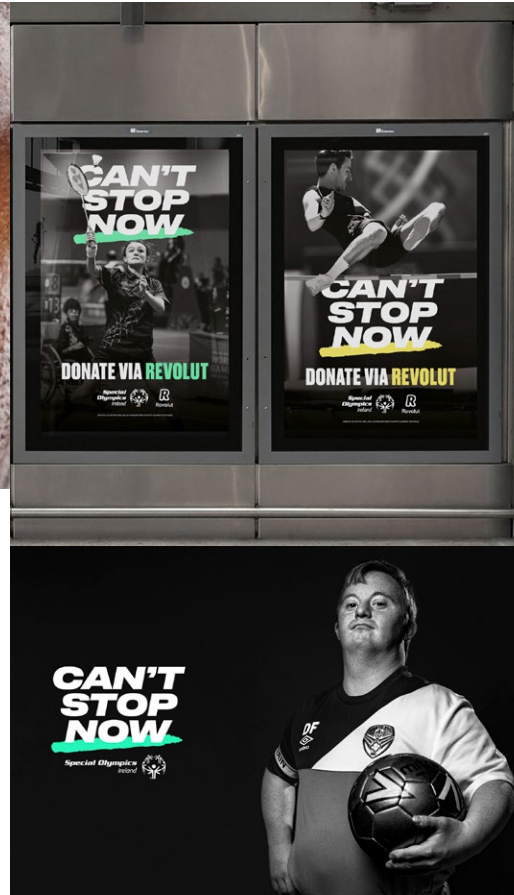
PLUSNET PIONEERS

Developed the broadband and mobile provider's first integrated 'Plusnet Pioneers' campaign, targeting SMEs in partnership with Startups.co.uk. I led the integrated Karama Comms Group of PR, social, digital, creative and production specialists to deliver a four-month multi-channel UK media campaign, consisting of original content, videos, promotions, adverts, events, mentoring and a paid media strategy.



ASYLUM AID - PROTECTION GAP

Integrated lead for Asylum Aid's Protection Gap campaign to put pressure on the Home Office to treat traumatised female asylum seekers with greater sensitivity. In total, 1,223 signatures were collected through emotive postcards and a digital hub. As a result, Sarah Rapson, director general, UK Visas & Immigration, publicly supported the demands. Crucially the Home Office created a new Woman's Asylum Plan, demonstrating that it is committed to addressing Asylum Aid's demands.



SPECIAL OLYMPICS IRELAND - CAN'T STOP NOW

Integrated lead on Special Olympics Ireland's Can't Stop Now appeal, fronted by actor Colin Farrell. Running across print, outdoor, social, radio and online video, the campaign highlighted that the only thing that can stop Special Olympics athletes living fulfilling lives and pursuing their dreams is the lack of funding due to the recent pandemic - not their disabilities. The work married imagery of Ireland's Special Olympians with powerful statements and stories inspired by their own personal journeys of overcoming adversity. The campaign raised €200k fundraising income and the charity was proud of the way it made their athletes feel.

DEXCOM X VICTIM SUPPORT - LIVE YOUR BEST LIFE WITH TYPE 1

Led Dexcom's integrated campaign to raise awareness of the true cost of living with type 1 diabetes to advocate for better education and affordable medication like Continuous Glucose Monitors. Brokered a partnership with Type 1 charity JDRF, commissioned a report to create emotive angles and case studies and built a new community of Type 1 diabetics, including British actors James Norton and Jeremy Irvine, England Rugby's Henry Slade, British comedian Ed Gamble and award-winning cellist, Sheku Kanneh-Mason



(who played at Prince Harry and Megan Markle's wedding). This highly successful campaign generated over 50 pieces of coverage, over 19bn impressions (Henry Slade's YouTube video had over 70,000 organic views) and won PR Week's 2019 Award for best 'Healthcare Ethical Consumer Campaign'. Dexcom achieved strong growth in 2018 that led the company to over \$1bn in annual sales.

[Click here to watch the full YouTube video](#)



NOKIA - PHONE SHUI

Integrated project lead for HMD Global, Finnish tech company behind the new generation of Nokia branded smartphones and tablets. I led its global influencer strategy, developed its brand campaign 'The Art Of Phone Shui' and drafted toolkits for local market rollout for the Nokia product portfolio. This resulted in HMD appointing the Agency as the lead creative agency for its umbrella brand campaign for multi-channel activation.



IKEA - PLACE

Integrated global lead on launching Ikea Place, an app that allows users to virtually place furniture in their own home, using their iPhone, before they purchase. Led a global PR strategy, developed creative assets (hype films, explainer GIFs and still images) with 72andSunny, coordinated a media briefing at Apple Cupertino and a toolkit which was rolled out in-market to create earned, shared and paid content, encouraging users to download and explore the app. This highly successful campaign resulted in over 4,500 pieces of coverage, 6.5bn impressions globally with coverage in over 80 countries, collective engagement on social media at 200,000 (likes, comments, shares, retweets, etc.) and over 2m+app downloads to date.



CRITERION X STYLIST - RESTIVAL

Developed and facilitated a one day 'Brand Lab' workshop for Criterion Hospitality, designed to help brands connect with culture that sits in and outside of their organisation. The final presentation, included three campaign platforms and supporting tactics, resulting in A+P producing and executing 'Restival' with The Stylist Group in January 2020 - a health and wellness festival in Criterion's hottest hotel Zedwell in London's iconic Tracadero for its launch.