



Erminia Blackden

Profile

Enthusiastic, entrepreneurial and eminently capable. My breadth and depth of experience across a wide range of disciplines (Direct Marketing, Advertising, Qual / Quant Research, Media) has made me a versatile and effective asset for the agencies and marketers that I've worked for, as well as for the teams I've worked within

I love what I do, and move clients' businesses forward every single day, keeping myself and others around me motivated and operationally efficient, in the sound knowledge that none of us is as capable as all of us

Looping Group

Head of Strategy London

- Part of the leadership team setting up the Looping London office
- Working with BMW Central Munich as lead strategist responsible for brand and campaign communications
- Developed the BMW Group company purpose
- Developed the new BMW brand model
- Developed new social strategy for BMW and BMW Group
- Currently working on the launch of BMW Alpina BMW's latest offering

Engine Group 2012 –2021

Strategy Lead, Engine Group

- Launched the Bank of Antandec for Santander in order to reposition the brand and the business, making them more relevant to customers, non-customers and staff. Wrote award winning Effie submission for effectiveness
- Supported Santander through COVID with comms designed to reassure customers and staff, and to accelerate adoption of digital banking channel. September 2020 activity deemed to be the most successful Financial Services advertising that System 1 had ever measured
- Developed campaigns for SWR during a time of near zero travel, that created much needed warmth for the brand
- Jointly conceived and created the UK's first benchmark for diversity and inclusion in advertising output by partnering with the Geena Davis Institute. Currently in pilot, with first wave planned for Q2 2021

Head of Strategy, Partners@Engine | Co-founder of Cocoon

- Developed a systemic change strategy to help the RAF improve retention during its six month selection process by a minimum of 10%
- Pitched and won Ferrari; made Partners Ferrari's first agency of record. Launched the Ferrari Portofino, which sold out within 2 weeks of going on sale
- Launched BMW 2 Series, the first ever BMW launched to a non-exclusively male audience
- Worked as part of core team to re-launch Santander's Business proposition including the 1|2|3 Business Current Account, which outperformed expectations
- Pitched and won Ministry of Housing creative, research, and policy shaping behaviour change in the leasing, letting and rental market
- Appeared on Bloomberg TV to discuss The Growth of Luxury in China for Cocoon
- Author of 21st Century Woman, an award winning longitudinal study to help business commercialise the economic power of women, which created significant media coverage for Engine
- Worked with BACS, NPSO and Emerging Payments Association to shape the agenda for Women in Paytech

Wunderman 2011 – 2012

Strategy Director

- Successfully launched five models, including B-Max and New Fiesta
- Designed a B2B strategy to ensure prospects were kept warm during the complex and extended decision making process
- Created and implemented an email best practice approach that increased conversion rate
- Recruited to Partners@Engine by Martin Nieri (ex CEO at CMW)

Stack 2009 – 2011

Senior Strategist | Lead Strategist for PSA

- Helped Peugeot improve retention rates by 35% through a series of data and research led initiatives including: purchase journey research and value segmentation, conversion analytics and modelling as well as repurchase optimisation strategies
- Aligned and re-branded aftersales visual proposition across all sales and marketing channels in line with customer expectations.

Mesh Planning 2007 – 2009

Experience Director

- Responsible for turning raw data into actionable commercial insights for Microsoft, LG, BBC, Cobra and Unilever
- Winner of the MRS conference insights presentation award 2008
- Published 'Beyond reach: a quality metric for media' in Admap

Draft FCB 1996 – 2007

Head of Planning (rising from Planner in 1996)

- Launched Prudential Egg and MINT financial products
- Supported Lloyds TSB's transition to the world of blue and green
- Created STEP, an award winning agency wide development programme

GGT Media Solutions 1994 – 1996

Senior Media Planner

- Launched Nationwide Direct, the company's first direct to consumer mortgage proposition
- Launched highly regional Post Office Counters National Lottery facilities
- Planned and implemented retail strategy for BrightReasons (Italian restaurant portfolio),
- Created and executed international B2B strategy for ABB (power company) in order to increase brand awareness

CIA Direct 1993 – 1994

Media Planner

- Planned and bought direct response campaigns for a range of clients including Nat West and Franklin Mint

Education

Warwick College
Oxford Polytechnic

CAM Diploma in Advertising
Business Studies

A little bit about me

I love creativity and craft, fashion and design. I have been a personal stylist and a jewellery maker in the past but although fun, it doesn't exercise the grey matter enough to be rewarding as anything more than a hobby. I love finding out how the brain works and am a keen amateur psychologist which sounds alarming but isn't. I have also recently written a children's book which I hope to get published once life gets back to normal.