

## Top Skills

Integrated Marketing

Product Development

Creative Strategy

# Rachael Mortimer

Creative Strategist and Author

London



## Summary

I am a bold strategic and creative thinker who believes in the power of innovative brand stories to effect business transformation. I have a natural instinct and genuine interest in how people think, connect and participate with brands. With over 20 years experience in brand communications (Advertising, PR, Digital) I have worked across most sectors - FMCG, Pharmaceutical, Retail and Financial Services, B2B and B2C.

I live and breathe stories so its only natural I love to write too. I'm also a children's author with seven books published globally. I love working with ideas and in addition to being a commercially driven upstream planner I am extremely nurturing of the creative process. I have always been viewed as a strong team player, diplomatic but forceful, happy to work with all levels within an organisation and ultimately to make things happen.

Some kind words colleagues and clients have said about me

"Rachael is one of the best planners I have worked with. She is passionate about making a difference, extremely bright and has what I think sets great planners apart - truly creative inspiration." Agency Managing Partner

"She is quite unique. Opinionated, headstrong and forceful on occasion but always driven by pure motives of brand integrity, and the highest possible creative intention." Agency Chairman and Executive Creative Director

"Behind her pleasant and gentle manner Rachael's rigour and inquisitive nature has helped strengthen all the projects she has worked with me on. She builds strong client relationships too and through this has grown business opportunities." Agency Group Account Director

"Rachael immerses herself in the business to the point it's impossible to separate her from your core team. She has enabled us to more clearly articulate our unique voice and derived a positioning that the whole company can get behind and be proud of." Client CEO

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## Experience

### Brand Stories

Creative Strategist and Author

2015 - Present (5 years)

Clients: Circus Street, National Trust for Scotland, Boe Gin, Bridgedale, Princes, Elavon

Agencies: Fold 7, Tayburn, Aesop,

### Eve White Literary Agency

Author

September 2002 - Present (18 years 3 months)

I am the the author of seven children's books. I have three publishers, Hodder, Random House and Chicken House and my books have co-editions in many countries including UK, Europe, US, Australia, Canada and China

Two of my stories have recently appeared on the BBC and I have just submitted a proposal for a children's TV series.

I regularly visit schools and take part in festivals reading my books and running workshops.

### Planning Partners

Co-Founder - Strategist

May 2019 - Present (1 year 7 months)

BRAND STRATEGY AND INSIGHT FOR CHARITIES WHO WANT BIG AGENCY THINKING WITHOUT THE AGENCY

Clients: Muscular Dystrophy UK, Prisoners of Conscience, Gateway

Qualifications.

We're a team of two freelance strategists working in-house with charities who urgently need an injection of brand strategic energy, insight and inspiration.

We sit in your team, collaborating and up-skilling. Shifting your thinking and your business from the inside out.

### Ogilvy

Planning Partner

October 2012 - Present (8 years 2 months)

Responsible for Philips UK, Kimberley Clark Europe, Unilever

### Aesop Agency

## Strategy Director

May 2018 - August 2019 (1 year 4 months)

Narrative development for Pepsi, KIND, FWD insurance, AVANTI, Shell, Fever-Tree, Roxanne, RBC, Smith+Nephew

Created a challenger brand for global satellite business AVANTI, establishing and embedding a distinctive purpose with the ambition to become Africa's number #1.

Researched and wrote "Giving it up for the gram" a report on alcohol through the lens of the Instagram generation

## Brand Stories

### Strategic Planner

September 2006 - September 2012 (6 years 1 month)

We love stories for what they make us think and feel. The stories that make us think and feel the most tend to be those that stay with us.

Brands with an understanding of the power of storytelling work hard to create compelling characters with real back stories. Stories that really touch their audiences.

As an experienced strategic planner and author creating stories is my passion. I generate insights and concepts for research, advertising and new product development. I write creative briefs, presentations, new business pitches and research proposals.

I am particularly interested in building on my storytelling experience to help brands place themselves at the heart of a good story to create not just brand properties but entertainment and educational content.

As a children's author I am often involved in specialist panels to advise on children's issues/markets and brands.

Other recent projects have been as diverse as soft drinks, computer games, dairy products, pet food and toothpaste.

## Grey Group

### Group Planning Director

1998 - 2002 (4 years)

European Planning Director Mars

## Mellors Reay

### Head of Planning

1997 - 1998 (1 year)

## McCann Erickson

## Strategic Planning Director

1990 - 1997 (7 years)

Brand Experience - Birds Eye Frozen Foods, Walls Ice Cream, Vaseline Intensive Care, Coca Cola, Yoplait, Hall's Mentho-lyptus, Halls Soothers, Fruit-tella, Dentyne, Alka Seltzer.

Won 2 IPA Effectiveness Awards (Halls Soothers, Fruit-tella)

## Simons Palmer Denton Clemmow and Johnson

Planner

1988 - 1990 (2 years)

Planner on Greenpeace, The Science Museum, The National Railway Museum and NMPFT

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