

Kate Orlowski

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I've had the opportunity to work with varied clients across many sectors, from world-renowned FMCG brands to electronics, healthcare, social good and B2B events. No matter the brief, my passion lies in uncovering the insights that drive people's needs and behaviours, and using these to land creative solutions that have real impact.

EMPLOYMENT HISTORY

I started my agency career in Account Management, where amongst other things I successfully project-managed sending 10 people from 10 different countries into the stratosphere with the launch of a new Intel Processor.

But as my passions for strategic thinking developed I moved into Planning, and I've been lucky enough to sharpen my skills in some of London and Sydney's top agencies.

Most recently I explored, developed and helped implement digital and hybrid alternatives for B2B physical events in light of the pandemic. The B2B conference world presented an exciting opportunity for digital transformation, where previous conventions, namely around networking and product trial, had prevented its evolution. I was also part of the team developing the new agency proposition and writing point of view pieces to promote this.

Possibly my proudest achievement was evolving the Hendricks summer proposition. This successfully engaged audiences in the extraordinary Hendricks brand world through experiential 'portals into the peculiar' and developed launch proposals and propositions for two WGS NPDs - a low-alcohol spirit and flavoured gin.

From 2016 - 2018 I lived and worked in Malawi. Here I planned and helped execute the launch of Malawi's first youth media brand (a radio show called 'Zathu'), which aimed to fight gender inequality and empower young people to forge a more equal Malawi. I managed a 14 day roadshow where each component of the radio show was brought to life live, as well as influencer engagement events.

Whilst in Malawi I also volunteered teaching English.

In my earlier years in Planning, I gained strong experience in retail and shopper strategy. I juggled the fast-paced and frenetic world of telco, and had the chance to promote retail strategies for O2's first ever localised and personalised store activations under the new 'More For You' proposition. I developed innovative promotional activations for Nikon that reframed the standard cash-back offer into a personal challenge leveraging the 'I Am Different' proposition, and used sharp shopper insight to address audience real-time needs when shopping for pain relief solutions with Voltaren's 'Pill-Free-Pain Relief' retail activity.

ROLES

Freeman Agency, London

Freelance Planning Director
B2B Events: Unity, Visa, ADP (Mar - Aug 2020)

Publicis Poke

Freelance Senior Planner
EE (Dec 2019 - Feb 2020)

Bandstand Agency

Freelance Senior Planner
Tipi (Sept 2019 - Dec 2019)

Agency Space

Senior Strategist
Hendricks, Heineken, Atopia (2018 - 2019)

Girl Effect Consultant

Events Consultant (2016-2018)

VCCP / WARL

Shopper Strategist
O2 (2014-2016)

Saatchi X London

Shopper Strategist
Nikon, Voltaren, Diageo, P&G (2012-2015)

Geometry London

Freelance Account Director
GSK - Pronamel & Physiogel (2012-2013)

Momentum Sydney

Senior Account Manager - Account Director
Coca-Cola, Lipton, Intel (2010-2012)

Joshua / G2 London & G2 Sydney

Account Executive - Senior AM
Mars, BAT (2007-2010)

VOLUNTARY

Tingathe Rural Vocational Centre, Malawi (2018)

Lake of Stars Festival
Malawi (2016)

Day of Ideas Festival
Malawi (2016)

EDUCATION

University of York (2004)

Psychology BSc Hons (2:1)

Godolphin & Latimer School

London (1995 - 2001) / 3 A-levels (Classics A, Biology A, Chemistry C) / 10 GCSEs, (A or A*)