

Polly Buckland

Strategy Partner and Strategic Marketing Consultant

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Employment History

May 2016 – to date Freelance Strategy Lead and Strategic Marketing Consultant

Recent contract and freelance work includes:

CX/ Customer Journey: Wolff Olins London (Xpeng), Accenture Song (Land Rover), M&C Saatchi (O2), Dare (Aetna), Rapier (Argos), BUPA Dental, Sticky Ideas (USwitch)

Brand: Wolff Olins NY (United Airlines), Frontier Developments, FCB Health, Stratton Craig, Create Health, TFA (Ineos Grenadier)

Healthcare: VCCP Health, FCB Health Europe, McCann Health, Oliver, Create Health

Marketing/ Advertising Strategy: The Coconut Tree, Oliver, FCB Health Europe

Pitches: McCann Health, Oliver, FCB Health Europe, Sticky Ideas

Loyalty: FKC (Superdrug), Havas helia (Pets at Home), Sticky Ideas (Uswtich), Pets at Home

Qualitative research: Independent Vetcare, VCCP Health

August 2014-April 2016 Planning Director, Havas helia

Pets at Home, VIP club - Ongoing strategic lead and development of the VIP loyalty scheme including creation and launch of the VIP app, driving the VIP NPD process and evolving the loyalty proposition

Gap+ - Development of a reporting suite for the Gap+ app launch and ongoing strategic guidance on launch and optimising download amongst customers

Milk and More - Strategic support, customer journey planning and communications planning to support the implementation of a new customer segmentation

June 2006 – August 2014

Principal Planner, HavasEHS

Pets at Home – To launch and develop a class leading loyalty programme across the business in record time, which beat all sign up targets.

Whitbread – To implement a CRM and segmentation project for their Premier Inn hotel brand, and drive revenue growth and loyalty across their portfolio of restaurant brands.

Nescafe - To deliver value growth that bucked the category trend via the development of an industry leading loyalty scheme.

Department for Transport - To launch the new free bus pass, through the line, to all key stakeholder sand maximize customer engagement with the scheme and its benefits

September 2004 - June 2006

Head of Planning, Target Direct/ Tangible

Leading a team of 4 planners to deliver the agency's strategic output and playing a critical role in New Business delivery. Particular emphasis was on strategic delivery for clients such as Dollond and Aitchison, Which?, and British Heart Foundation.

February 2003 – September 2004

Senior Planner, EHSBrann Ltd

Volvo Car UK Ltd - Ongoing strategic development of the Volvo account including control of £6mn annual marketing spend to deliver VCUK sales objectives

August 2001-January 2003 Senior Account Manager/ Account Director, EHSBrann Ltd

October 2000 – January 2001 (Contract) Account Manager, CDL, Australia

February 1999 – September 2000 Marketing Executive, Imperial Cancer Research Fund

September 1997 – December 1998 Senior Associate, PricewaterhouseCoopers

Education

1986-93 Pate's Grammar School, Cheltenham: 10 GCSE's Grades A to C including English AA1 and Maths B, A-levels - English A, Theatre Studies A, French B

1993-97 Manchester University BA(Hons) Combined studies - Russian and Economics Ili

1999-2000 King's College London IDM Diploma in Marketing with Credit

Further Skills

Planning techniques including – behavioural science application for marketing, creative thinking techniques, research planning and moderation, semiotics, creative and proposition development etc

Conversational French and Russian

Interests and Hobbies - Yoga, theatre, reading, creative writing, travel

References available on request.