



Josh
Rodgers

Senior Marketing Consultant

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Intro:

As a strategist with a genuine passion for marketing, branding, and sport, I am ready to bring my hands-on experience in marketing operations, digital transformation and strategic thinking to the sports industry. My background in both consulting and in-house roles has equipped me with the skills to quickly understand client needs, craft creative strategies, and drive compelling consumer experiences. I excel at tackling complex problems with insightful solutions and am keen to collaborate with a team of experts and innovators. I am enthusiastic about contributing to a culture that values strategic rigor, creativity, and impactful results, blending strategy with execution to advance clubs, federations and leagues and their connections with fans and consumers. With a focus on analytical prowess and a commitment to innovative thinking, I am poised to support the growth of client's brands through strategic and creative solutions.

Career History:

Jan 2023 – present

Senior Marketing consultant, frog (Part of Capgemini)

- Directed qualitative research for brands including Unilever and the Home Office, identifying critical consumer insights. These insights informed the development of strategic frameworks and messaging adopted organisation-wide, enhancing consumer engagement and brand positioning.
- Facilitated ideation workshops with cross-functional teams, generating innovative service concepts and brand positioning strategies for Standard Chartered Bank. Led these projects from conception to execution, resulting in a 13% uplift in brand awareness through refreshed brand messaging and marketing initiatives.
- Led the design and rollout of a new operating model for a UK Public Sector entity, focused on optimizing data usage. Managed the project's cultural shift, pilot phases, communications, and governance structures, achieving a 30% reduction in ticket resolution times, a 44% increase in customer satisfaction, and a 60% decrease in work duplication.
- Orchestrated a global restructuring program for Unilever, aimed at simplifying and streamlining internal operations through a new hub-and-spoke model. Oversaw all aspects of the program, from communication strategies to metrics and governance, resulting in enhanced organisational transparency and positive employee feedback on the improved communication and operational efficiency.

May 2021 – Dec - 2022

Marketing consultant, frog (Part of Capgemini)

- Orchestrated the development and implementation of a new consent management framework and first-party data strategy at Unilever, enhancing customer engagement through personalized marketing efforts. Executed comprehensive research to identify growth avenues leveraging the brand portfolio, which significantly improved marketing segmentation and enabled effective cross-brand campaigns.
- Managed the overhaul of Unilever's Learning & Development (L&D) program, employing qualitative research to assess internal stakeholder needs and challenges. Developed and secured executive endorsement for a new learning strategy, inclusive of a refined messaging approach and an enriched suite of training solutions. The restructured L&D initiative fostered better skill development, career advancement, and knowledge dissemination across the organisation.
- Served as the primary communications strategist for a retail bank serving over 350,000 customers, targeting the enhancement of services for vulnerable clients in alignment with new regulatory standards. Through in-depth research and strategic analysis, crafted a comprehensive communications plan, overseeing all aspects from channel optimization to compliance adherence. The strategy led to a marked decrease in customer inquiries, streamlining operations and improving client satisfaction.

Sept 2019 – May 2021

UK Marketing Activation Manager, Castrol – UK Marketing, BP

- Created an integrated annual marketing plan and comprehensive activation strategy aligned to commercial priorities that unified Castrol's customer experiences across multiple online and offline platforms. This included brand new initiatives across E-commerce, SEO and search and branded promotions. Coordinated planning and timing of brand campaigns, pricing promotions, and media channels to optimize budget efficiencies to engage with both B2B and B2C audiences.
- Execution of the strategy achieved a 95% YOY increase in online sales on Amazon and other third-party sites, 10.5m impressions, ROAS of 1:20, and +£110k in revenue. Monitored and reported on campaign and program performance to showcase impact.
- Managed the on-site logistics and execution of a nation-wide POS branding refresh to update in-store messaging. Aligned look and feel with overarching brand messaging to drive customer engagement across retail and workshop locations.

Sept 2018 – Sept 2019

Global Product owner, Castrol – Digital Accelerator, BP

- Led an offshore content team responsible for creating and managing website content across over 60 sites. Set content strategy aligned to overarching business goals, brand messaging and commercial objectives and coordinated with agencies on creative development.
- Conducted user research and created journey maps to gain customer insights to inform website enhancement strategy.
- Implemented a test and learn culture, leveraging AB testing to incrementally improve customer experience and engagement along with new website analytics that showcased data-driven decision making.
- Led to an increase of page views +143%, average time on all pages increased by +40% and reduced bounce rate by -78%

Sept 2017 – Sept 2018

Fuel Card Sales Exec, BP – Retail UK

- Loyalty Platform Innovation: Designed, managed, and scaled an online loyalty platform for 3rd party sales agents. Wrote the content, engagement and promotion strategy, doubling new users across five distribution channels within 12 months.
- New business lead for the UK Public Sector. Secured high-margin accounts, adding over 1 million litres of volume across public sector bodies. Applied qual and quant user research to write a bespoke Public Sector acquisition strategy, focussing on account based marketing and cross-channel customer engagement.

Qualifications:

- 2023 – Mini MBA in Marketing – Marketing Week (Mark Ritson): Grade A
- 2010 – 2013 B.A. Business Management (Hons), The University of Sheffield, Grade: 2:1
- 2003 – 2010 A Level: A, B, B. GCSE 15 x A*- C, All Saints High School, Sheffield

Certifications:

- Level 1 Scrum Product Owner and Scrum Master
- Capgemini Invent Sustainability Solutions Leadership Development Programme - University of Exeter
- Google Digital Garage – Fundamentals of Digital Marketing

Interests & Hobbies:

- Enthusiastic sportsman, mediocre cricketer, cyclist and golfer, avid reader, and proud dog dad.

References:

- Emma Perrett / Common People – I'm passionate about championing working class people and improving access to the creative and strategic thinking industries.