



# Ned Mendez

at

<https://www.linkedin.com/in/nedmendez>

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## Summary

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## Experience

### Head Of Digital at

**01/12/2018 - 01/07/2019**

a/political - <https://a-political.org/> - At a/political, a London-based not-for-profit arts organisation, I played a crucial role in realising and promoting large-scale socio-political art projects. During my tenure, I spearheaded two significant initiatives:

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\* The launch of the Major Andres Serrano exhibition in New York, which included developing a dedicated website, executing a TV campaign in New York and Washington, DC, and managing a digital marketing campaign.

\* A collaboration with UK Drill musicians to raise awareness about censorship in art resulted in releasing the genre's first-ever 12" vinyl single. The project spanned across the UK, Paris, and Belgium, culminating in a global premiere event at The Saatchi Gallery in London, featuring live performances and influential speakers. This effort successfully bridged the gap between the art world and an underrepresented subculture.

Guardian write-up - <https://www.theguardian.com/artanddesign/2019/apr/19/trump-the-game-memorabilia-museum-andres-serrano>

Art Newspaper write-up - <https://www.theartnewspaper.com/news/drilling-for-blood-london-rappers-pump-veins-in-collaboration-with-andrei-molodkin-to-protest-racist-censorship-by-uk-government>

### Strategist at At Blue State Digital

**01/06/2016 - 01/07/2018**

Blue State Digital - <https://www.bluestatedigital.com/eu/> - I advised on digital strategy, paid campaign

execution, and social listening for clients such as The Mayor of London, Hope Not Hate, More United, The Internet Society, Google, iChoosr, and Lloyds Banking Group. My accomplishments include:

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- \* Leading an audience segmentation and targeting campaign for TalkTalk and Vodafone, which contributed to the dissolution of the Openreach monopoly. The campaign generated over 100,000 emails to Ofcom, setting a record for submissions in any industry.

- \* Helping Hope Not Hate increase voter registration and fundraising through targeted digital strategies.

Hope Not Hate Project - <https://www.bluestatedigital.com/our-work/hope-not-hate/>

Fix Britain's Internet Project - <https://www.bluestatedigital.com/our-work/fix-britains-internet/>

AI Persona Project - <https://adage.com/article/news/ai-models-real-consumers-reveal-research-answers/314137>

## **Account Director at ODD Agency**

VCCP, AnalogFolk, AllTogetherNow, ODD Agency, CHI, The &Partnership

## **Community Strategist at Warner Bros.**

## **Account Director at Subway**

**01/02/2013 - 01/06/2013**

Good Relations - Feb 2013 - June 2013 : Pilsner-Urquell Subway Talk-Talk

## **Digital Content Strategist at British Airways**

**01/10/2012 - 01/02/2013**

## **Digital & Social Media Strategist at Arnold KLP**

**01/05/2011 - 01/05/2012**

: Britvic-PepsiCo: Transform Your Patch

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AWARDS: IPM Grand Prix Winner, Marketing Week Engage Awards - FMCG Category Winner, IPM Gold Prize. JackDaniels.

**Senior Digital Account Manager BMB Neon at**

**01/05/2012 - 01/09/2012**

: Corona Extra UK: TUI:

Social Media / Online Community Manager: Birddog Feb 2011- April 2011: Love/Hate? Travel Ringgo - B2B Marketing Award Finalist 2011: Best use of social media:

**at**

**01/02/2011 - 01/04/2011**

BMB Neon May 2012 - September 2012: Corona Extra UK: TUI:

Social Media / Online Community Manager: Birddog Feb 2011- April 2011 : Love/Hate? Travel Ringgo - B2B Marketing Award Finalist 2011: Best use of social media:

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## Education

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## Skills

Digital Strategy, Third Sector, Digital Marketing Campaigns, Raising Awareness, Strategist, Head Of

## Keywords

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## Languages

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## Other candidate information that Vincere supports

*Add the wildcards to your template. Vincere will recognize and replace it with corresponding information.*

*(Notice: Please remove this section if you don't need it in your template)*

### General information

1. Candidate middle name ( )
2. Candidate preferred name ( )
3. Candidate first name in Kana ( )
4. Candidate last name in Kana ( )
5. Candidate date of birth ( )
6. Candidate Age ( )
7. Candidate Place of birth ( )
8. Candidate Citizenship ( )
9. Candidate Gender (Male)



10. Candidate Photo ( )
11. Candidate Primary Email (ned@clashdigital.com)
12. Candidate Work Phone ( )
13. Candidate Primary Phone ( )
14. Candidate Home Phone ( )
15. Candidate LinkedIn profile (<https://www.linkedin.com/in/nedmendez>)
16. Candidate Current Address - Address ( )
17. Candidate Current Address - District ( )
18. Candidate Current Address – City/Town ( )
19. Candidate Current Address - State ( )
20. Candidate Current Address - Country ( )
21. Candidate Current Address - Zipcode ( )
22. Candidate Current Address - Name ( )
23. Candidate Availability for Work ( )

24. Candidate Marital Status ()

25. Candidate TOEIC Score ()

26. Candidate IELTS Score ()

27. Candidate ID (63662)

28. Candidate Work History (Head Of Digital

2018-12-01 - 2019-07-01

a/political - <https://a-political.org/> - At a/political, a London-based not-for-profit arts organisation, I played a crucial role in realising and promoting large-scale socio-political art projects. During my tenure, I spearheaded two significant initiatives:

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At Blue State Digital

Strategist

2016-06-01 - 2018-07-01

Blue State Digital - <https://www.bluestatedigital.com/eu/> - I advised on digital strategy, paid campaign execution, and social listening for clients such as The Mayor of London, Hope Not Hate, More United, The Internet Society, Google, iChoosr, and Lloyds Banking Group. My accomplishments include:

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ODD Agency

Account Director

2014-01-01 - 2016-01-01

VCCP, AnalogFolk, AllTogetherNow, ODD Agency, CHI, The &Partnership

Warner Bros.

Community Strategist

2013-01-01 - 2014-01-01

Subway

Account Director

2013-02-01 - 2013-06-01

Good Relations - Feb 2013 - June 2013 : Pilsner-Urquell Subway Talk-Talk

British Airways

Digital Content Strategist  
2012-10-01 - 2013-02-01

Arnold KLP  
Digital & Social Media Strategist  
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Ringgo - B2B Marketing Award Finalist 2011: Best use of social media:

2011-02-01 - 2011-04-01  
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Social Media / Online Community Manager: Birddog Feb 2011- April 2011 : Love/Hate? Travel  
Ringgo - B2B Marketing Award Finalist 2011: Best use of social media:)

29. Candidate Desired Salary (GBP £0.00)
30. Candidate Current Salary (GBP £0.00)
31. Candidate Contract Rate ( )
32. Candidate Notice Period (30)
33. Candidate Brief (Ned Mendez has been working in the Senior occupational sector for more than 8 years. In the last employment he was working as a Head Of Digital. Ned has an extensive management experience (4 years) with exposure to executive/middle management positions. Since 2018-12, for a total duration of 8 months, this candidate had experience at an executive/middle management level working as a Head Of Digital. Since 2014, for a total duration of 24 months, this candidate had experience at an executive/middle management level working as a Social Strategist/Account Director at ODD Agency. Since 2013-02, for a total duration of 5 months, this candidate had experience at an executive/middle management level working as a Account Director at Good Relations.)
34. Candidate LinkedIn resume ( )
35. Candidate Company name( )
36. Candidate Company number( )
37. Candidate Branch ( )
38. Candidate Desired Industry ( )
39. Candidate Desired Sub Industry ( )
40. Candidate Desired Function Expertise ( )
41. Candidate Desired Sub Function Expertise ( )

**NOTE:**

1. To fields of Education, because it's a dynamic field in Vincere and you can add as many education as you want in Candidate Profile, it's important to put the details inside a Loop to get all Education details of a candidate.

Education details that are supported in Resume Builder:

- a. Candidate Education Level ({education.educationLevel})
- b. Candidate Education Summary ( )
- c. Candidate Education Institution ({education.institutionName})
- d. Candidate Education Course ({education.course})
- e. Candidate Education Qualification ({education.qualification})

- f. Candidate Education GPA ({education.gpa})
- g. Candidate Education Honors ({education.honors})
- h. Candidate Education Major ({education.major})
- i. Candidate Education Grade ({education.grade})

To use those wildcards, simply put them between an “Education.EducationStartLoop” and an “Education.EducationEndLoop”

Example:

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2. Fields in Work History of candidate work in the same way as Education’s fields.

You will have to put Work History details in between a “WorkHistory.WorkCompanyStartLoop” and a “WorkHistory.WorkCompanyEndLoop”.

Work History details that are supported in Resume Builder:

- a. Candidate Job title ({experience.jobTitle})
- b. Candidate Employer ({experience.employer})
- c. Date range ({experience.dateRange})
- d. Candidate experience at the company ({experience.company})

### Recruiter information

- 1. User location ()
- 2. User phone number ()
- 3. Resume submitted date (27/03/2023)
- 4. User company name (Wild Squirrel Recruitment)
- 5. User name ()
- 6. User email ()
- 7. Primary Brand Logo ()
- 8. Primary Brand Name ()