

Title

Mareike Jaensch

Global Strategy Director at

Ogilvy

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Summary

A brand strategist with 10 years of international experience, fascinated by consumer psychology, culture and behavioural economics. A curious and analytical thinker motivated to drive the growth of brands by blending consumer insights, authentic brand stories and market data to create innovative and compelling strategic platforms for brands worked with. Specialties: Strategic Planning, Brand Management, Consumer Trends, Quantitative and Qualitative Research, Creative Thinking and Presentation Skills.

Experience

Ogilvy at Global Strategy Director

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McCann Enterprise · Full-time at Strategy Director

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Cheil UK at Senior Brand Strategist

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Senior Brand Strategist for the NIVEA account across the UK, Nordics & Global projects.

Publicis

Senior Brand Strategist

Feb 2017 - Feb 2018

Clients include: L'Oréal, Nestlé, and Philip Morris EU.

- Creation of brand idea platforms with integrated communication throughout relevant channels and touchpoints that drive awareness, engagement and brand relevance.
- Development and facilitation of client workshops.
- Design and moderation of qualitative research sessions to determine effectiveness of campaigns and messaging relevance.
- Brainstormed new and creative growth strategies and campaign ideas to elevate brand awareness and drive sales.
- Leveraging of Social Listening tools to identify consumer insights that guide brand positioning and expression.
- Identifying new ways to provide insight based provocation to clients to reveal opportunities for growth.

Leo Burnett

Brand Strategist

May 2014 - Jan 2017

Clients: Altria, Philip Morris (USA)

- Strategic guidance of annual brand plans, identifying KPIs and communication strategies for the Philip Morris Portfolio.
- Brand Architecture analysis and implications for the business and portfolio.
- Developed brand strategies and messaging based on client objectives.
- Development, moderation and analysis of quantitative and qualitative market research projects across the US.
- Strategic positioning and creative communication development of the new IQOS product launch.
- Proactive thought leadership projects to inspire new client thinking.
- Authored strategic and creative briefs and worked on the creative development for integrated campaigns.
- Identified business challenges within relevant industries and delivered solutions to clients based on

market dynamics, consumer trends, and academic thought.

Leo Burnett

Brand Strategist

Feb 2013 - Mar 2014

Clients included: Pfizer, Fiat, Philip Morris EU, Dunlop, Goodyear, Samsung, P&G.,- Strategic positioning & creative development of annual communication platforms for key brands, product promotions and launches.,- Evaluated new media opportunities for alignment with client goals and target demographics.,- Synthesized/analyzed data to develop strategic branding solutions and change management initiatives for clients.,- Consumer Trends tracking and insight mining.,- Development of consumer profiles and consumer journeys.,- Designed quantitative and qualitative research studies and organized findings into presentations, in-depth reports and brand guidelines to inform brand strategy and creative execution.,- Definition of social media positioning and role of brands, developing content guidelines & social media guides.,- Content development and leading of consumer trend workshops.,- Involved in the strategic development of two successful pitch wins – Goodyear EMEA & Fashion Days EU.

Leo Burnett

Junior Brand Strategist

Oct 2011 - Jan 2013

TBWA\PALING WALTERS at Account Executive

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Clients: Pfizer – Lipitor

- Strategic planning and account management of global strategic workshops for Pfizer (Paris and Istanbul) to develop a strong, differentiating positioning for Lipitor.
- Lead the launch of a digital incentive and training scheme for sales reps in 8 markets in Europe.

Omnicom Graduate Scheme

4 week training course culminating in live pitch to the Gillette Europe Board.

Education

undefined

Skills

Keywords

Languages

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