



# FIONA LEATT

STRATEGY, CONTENT  
& CAMPAIGNS



"Excellent work, Fiona is a real asset to any team out there."

- *Digital Director, adidas*

"A creative and solution oriented marketer. She builds relationships with colleagues naturally, and has been a supportive mentor ... Fiona has earned a reputation for delivering quality work."

- *Direct Report, adidas*

"Fiona was absolutely brilliant with the client and developed a fantastic strategy."

- *Account Director, BMB*

"A self-starter who is proactive in developing original ideas to drive brand awareness and consumer engagement."

- *Brand & Ecommerce Director, Boux Avenue*

"I found her to be industrious, dedicated, reliable and resourceful ... I'd happily recommend her to anyone looking for a experienced hand."

- *Executive Digital & Social Director, BMB*

I'm an experienced brand and creative strategist with over 10 years in communications, digital marketing, social media and content, currently based between London, Bristol and Amsterdam.

With experience covering a wide variety of brands and projects from startups to FTSE 100 companies, I'm a creative thinker with a collaborative approach, who is confident leading digital and creative teams to deliver successful campaigns.

My portfolio includes sport, leisure, travel, fashion, beauty and FMCG, with a focus on strategic planning, campaigns and partnerships, as well as social responsibility projects that create a positive and lasting impact.

## PROFESSIONAL EXPERIENCE

SENIOR GLOBAL CAMPAIGN  
& CONTENT PLANNER  
adidas (freelance)  
Jan 2019 - Dec 2020

Strategic planning across brand moments including Olympics, UEFA Euros, #HOMETEAM and Creators Club loyalty program, as well as key partnership projects such as Ivy Park, 007, Lego and Star Wars. I also developed communication and media plans for brand sustainability initiatives and pilots designed to minimise waste and environmental impact, including Infinite Play, Parley, Loop and Made To Be Remade.

CONTENT STRATEGIST  
BMB (freelance)  
Nov 2018 - Jan 2019

Creating the digital strategy and content plans for Samsung's global corporate social responsibility program and initiatives.

SENIOR GLOBAL CAMPAIGN  
& CONTENT PLANNER  
adidas (freelance)  
Dec 2017 - Nov 2018

Digital planning and content creation for seasonal campaigns, new membership program launch, and special collaboration projects including Parley, Yeezy and rapid creation. Working with global and local market stakeholders to develop the strategic planning process, as well as leading optimisation projects.

DIGITAL STRATEGY & MEDIA  
DIRECTOR  
King & Tuke (freelance)  
Sept - Nov 2018  
+ Sept 2017 - Jan 2018

Strategic creation and management of global Investment & Asset Management campaigns. Responsible for digital strategy, creative briefing, project and budget management; including media planning, publishing, campaign analysis, optimisation and performance reports.

SOCIAL STRATEGIST  
& ACCOUNT DIRECTOR  
BMB (freelance)  
Jan - Dec 2017  
+ Mar - July 2016

Redefining the digital, social and content experiences across global sports, leisure and retail brands. Leading content workshops, defining new ways of working to facilitate effective delivery of new communication strategies, as well as campaign planning, content production and management.

SOCIAL & CONTENT  
STRATEGY CONSULTANT  
L.K.Bennett (freelance)  
Jan - Dec 2017

Developing the digital, social and editorial content strategy to deliver high channel ROI. Establishing visual and tone of voice guidelines for global franchises, planning seasonal campaigns and collection launches, as well as activation of charity partnerships with Women for Women International and Heads Together.

SOCIAL HEAD  
Heyhuman (freelance)  
Aug 2016 - Jan 2017

Leading strategy and campaign planning across the full client portfolio whilst also consulting to transform the agency's offering: identifying key opportunities, defining a new team structure and establishing effective processes for social & creative teams, ensuring full agency integration.



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## SKILLS

- Strategic planning
- Creative briefing
- Consumer journey mapping
- Behavioural research
- Content planning
- Production planning
- Paid & social media & community management
- Influencer engagement
- Media partnerships
- CRM & loyalty programs
- Performance reporting
- Process development
- Agile & SLAM approach
- Project management
- Team leadership

## THINGS I LIKE

- Sports & fitness
- Philosophy
- Making & creating
- Board games
- Politics
- Boating
- Building Lego & train sets with my little nephew

SOCIAL AUDIENCE  
INSIGHT STRATEGIST  
McCann London (freelance)  
July - Aug 2016

Mar - July 2016  
BMB (freelance)

SENIOR SOCIAL &  
CONTENT STRATEGIST  
Catch Digital  
Oct 2014 - Mar 2016

ONLINE  
COMMUNICATIONS  
MANAGER  
Monsoon Accessorize  
Jan 2014 - Oct 2014

DIGITAL MARKETING  
MANAGER  
Boux Avenue  
Feb 2011 - Jan 2014

Live trend analysis and audience insight identification to inform data-driven content strategies, as well as Newsroom community engagement, outreach and development.

– *Social Strategist, as listed in 2017*

Leading the team to create and deliver exciting digital campaigns for global beauty, retail, leisure & travel brands; Ideation, strategic planning and pitching of creative concepts for multi-channel launches, seasonal activations and 'always-on' social activity, as well as content creation (video, image and editorial), global campaign toolkits, social strategy and brand guidelines for local market roll-outs.

Managing the Online Communications team, creating the digital brand communication strategy for Monsoon, Accessorize and Monsoon Childrenswear brands. Delivering integrated partnership campaigns and Monsoon Accessorize Trust activations to drive global brand presence and consumer engagement.

Launching the digital marketing and social media channels; supporting the brand ecommerce and retail brand launch through tactical activations, national PR and partnerships. Producing digital, editorial and social media content to communicate key messaging across integrated campaigns.

## EDUCATION

THE OPEN UNIVERSITY  
2018

LOUGHBOROUGH  
UNIVERSITY  
2006 – 2010

CLIFTON COLLEGE  
2003 – 2005

MILLFIELD SCHOOL  
2000 – 2003

Monitoring, Evaluation, Accountability & Learning – with Save The Children

BA Hons Industrial Design & Technology  
- with Interaction & Universal Design

Designer of 'HYsO' – a hydration solution prototype designed to provide purified drinking water in the absence of conventional water source, for use in remote clinics.

Dissertation: 'Designing to eradicate poverty: Effective development' – a study of products, projects and strategies designed to improve opportunities and living conditions, in review against global Millennium Development Goals.

A Level Art; Design; Biology  
AS Level Spanish

GCSE 7A\* / 3A



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### VOLUNTEERING

NHS Volunteer Responder,  
Royal Voluntary Service UK,  
2020 - Present  
Supporting vulnerable and at  
risk members of the local  
community during the  
Coronavirus pandemic.

Conservation Fundraiser,  
Lion Landscapes, 2019 - 2020

African Impact Volunteer  
Tanzania, 2018  
Maasai empowerment  
projects: Teaching foundation  
Kiswahili and English, female  
economic empowerment and  
care for the elderly.

RNIB College Volunteer  
Loughborough, 2008 – 2009  
Organising and assisting  
with extra-curricular activities  
for blind and partially sighted  
young adults, aiming to  
develop confidence and  
social independence.

African Impact Volunteer  
Mozambique, 2008  
Community development  
project: HIV, pregnancy and  
healthcare education,  
including primary education,  
curriculum and program  
development.

### PROFESSIONAL HIGHLIGHTS

- Establishing my own successful consulting & freelancing company, working with a mixture of agency and in-house clients, 2016 – Present
- Launching the first ever Creators Club Week campaign for adidas, featuring a series of global talent inc. Pogba, Messi, Karlie Kloss, Pusha T, Ninja and many more, far exceeding the acquisition, engagement & revenue targets, 2020
- Creating and activating adidas COVID-19 reactive campaigns, #HOMETEAM and Ready for Sport, collaborating with clubs, athletes and artists to deliver engaging content via a covid-safe production approach, while also raising \$1 million donation for the WHO COVID-19 Solidarity Response Fund, 2020
- Developing the comms strategy, consumer journeys, content plans and toolkits for adidas Infinite Play, a pilot circular economy service designed to reduce landfill, challenging and redefining perceptions about the value of clothing waste, 2019
- Co-planning adidas Run for The Oceans campaign, in partnership with Parley for World Oceans Day, with brand events in 15 cities, engaging participants to run over 12 million kilometres, raising over \$1 million for Parley Ocean School youth education programs, 2018
- Leading activation and content planning for the Kanye West YEEZY collaboration with adidas on the biggest launch in the brand's history, with a global campaign that contributed to achieving the "fastest ever" record for speed and volume of adidas and YEEZY product sales, 2018
- Developing a new social communication strategy for L.K.Bennett, driving over 300% channel revenue growth in Q1-Q3, delivering the partnership with 'Women for Women UK' for IWD, endorsed by Dame Helen Mirren, 2017
- Transforming the integrated agency digital planning process for several Unilever brands, leading to successful new campaign delivery between creative, digital, PR, media and brand (client) teams, 2016-17
- Defining and launching Charlotte Tilbury's social strategy, achieving listing as L2 Intelligence 2016 report 'Best in Class' Social Media Awareness for Facebook, Instagram, Snapchat & YouTube, 2015-16
- Driving the digital transformation of Rimmel London Global, developing and implementing a new global brand social playbook, as well as global CRM & social campaigns, achieving ranking of 'Brand of Digital Genius' L2, 2015

### ADVENTURES



Climbing Mount  
Kilimanjaro, reaching  
the summit via  
Machame route



Rafting and  
canyoning rivers Piva  
and Tara from Bosnia  
through Montenegro



Hiking the  
Amalfi Coast, from  
Bomerano, via  
Positano and Sorrento



Cycling from The  
Mall in London to  
Champs-Élysée,  
Paris

### HONOURS & AWARDS



2016

Strategy Consultant of the Year  
Young Digital Leader Awards  
- nominated & shortlisted finalist



2016 - 2017 - 2018

Freelancer of the Year  
The Sweet F.A. Freelancer Awards  
- nominated & shortlisted finalist