

# MICHAEL BAGGS

## Solving problems in unconventional ways

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📍 London, UK



## EXPERIENCE

### Director of Strategy

#### The Social Element

📅 05/2020 - Ongoing 📍 London

Community first social media agency

- Lead strategy in Europe, writing nose to tail digital strategy that ladder up objectively to business goals using the Lafley and Martin strategy model
- My other duties include research and insights projects, market and competitor reporting, identifying proactive in-culture opportunities, paid media planning, organic social content strategy, and engagement strategy
- Clients include Visa, HSBC, Diageo, Keurig Dr Pepper, Nissan, Mondelez, Oreo, Sony Playstation, Shell, Mind, Molson Coors, GE, Roche and EarthSpeakr
- My strategy for the Visa "Where You Shop Matters" campaign won the best response to COVID-19 award at The Drum awards in 2021

### Global Brand Digital & Social Media Lead

#### Captain Morgan @ Diageo

📅 01/2018 - 01/2020 📍 London

The Fastest growing premium core spirit in Diageo, 6th largest premium spirit in the world

- Delivering the digital ecosystem that shaped millions of media dollar spend, directing channel selection and content topics per key audience and market
- Owned and led Diageo's first in-culture cross-market steering committee to deliver brilliant reactive content at scale, enriched by the ecosystem
- The Halloween serve video we produced in partnership with Tasty was the top viewed piece of branded content globally Halloween week
- Delivering a 30-90 post multi-platform global quarterly content calendar, resulting in our social channels having the highest ROI in Diageo
- Raising awareness and selling tickets for our Lost Lagoon experiential event partnership with Bompas and Parr, delivering a conversion rate 19% higher than industry standards, helping the event break experiential ticket sales records at Diageo

### Norton Social Media, Community & Content lead EMEA

#### Symantec

📅 10/2013 - 01/2018 📍 London

The world's largest information security provider, Fortune 500 tech company

- Developed business objective-centric strategy that extends the global brand and business goals into EMEA social communities and content flows
- Managed content development, publishing, audience building, market insights and reporting for 80 profiles on 12 different platforms, publishing an average of 140 updates a week in a total of 19 different languages
- Optimising CLV:CAC in order to identify high value audiences, resource to match in-market opportunity and deliver the best long-term ROI
- Leading EMEA social to deliver 19% of the revenue paid search achieved, but with only 0.5% of the budget
- Hand crafted the global and regional audiences
- Planned, built and execution all paid media campaigns across the GEO

## KEY SKILLS

### 🗨 Social Media

Seventeen years of global leadership, managing teams local and remote, covering up to 19 languages and 12 different platforms at a time. Developing everything from overarching strategy to executional plans and reporting; organic, sponsored, partnered and paid

### 🔗 Content Production and Editorial

Working to strategize, commission and curate calendars of content with different local stakeholders, external publishers and producers to minimise development budgets and maximise performance

### 🌐 Digital Beyond Social

Leading on the ideation, wireframing and development of websites, SEO, Google AdWords and Tag Manager, eCommerce, app development and podcasting

### 🧠 Behavioural Science

I have eight years of study at Harvard University and the National Research University Higher School of Economics in Moscow, specialising in neuroeconomics and human decision making

## EDUCATION

### Bachelor of Liberal Arts, Extension Studies

major economics, minor psychology

#### Harvard University

2014 - Ongoing

GPA

3.55 / 4.0

## AWARDS

★ **Best Response To Change - The Drum Awards 2021**

🏆 **Grand Prix – Marketing Society June 2015**

👑 **Brand revitalisation – Marketing Society June 2015**

# EXPERIENCE

## Social Media Consultant

### EDF Energy

📅 02/2012 - 06/2013 📍 London

Energy generator and distributor with 5.7m consumer accounts, the largest generator of nuclear and low-carbon energy in the UK

- Development of energy future discussion forum to inform public about the need to reduce emissions to avert global warming
- Development and launch of EDFE's Facebook, Twitter and YouTube channels as part of the Blue+ Price Promise brand revitalisation campaign that would eventually win a Marketing Society Grand Prix
- Digital strategy, risk mitigation documentation and execution of Olympic tier one partner activation Energy of The Nation
- Working on secondment to the Strategy and Corporate Affairs team as an analyst, compiling the Competitor & Market report for the C-suite and trading teams
- All helped result in EDFE named as the best utility in UK social media in the 2013 Social Brands 100, above brands such as Toyota, Estée Lauder, Relentless, The Body Shop & Cadbury

## Marketing Consultant

### Corsaire

📅 05/2011 - 10/2011 📍 London

Information Security specialists

- Development of guidelines for B2B CRM, SEO, Adwords accounts and culture with both online and traditional media
- Within six months of my work Corsaire saw a 50% increase in lead generation and had to take on additional sales staff

## Web Editor

### NBCUniversal

📅 04/2011 - 01/2012 📍 London

Global media and entertainment producer, focused on television and film

- Directed a team of writers to deliver great content, from pitching and commissioning articles to editing copy and time tabling for publishing
- Built social profiles, weekly newsletters and competitions

## Supervisor, Community Manager and Moderator

### Chat Moderators

📅 02/2005 - 03/2011 📍 London

Early social media management agency

- Managing moderators and communities, supervising queries and escalated legal issues, grooming, libel and technical problems
- Generation of guidelines and governance documentation
- Mentoring, reviewing, training and development of moderators

# AWARDS



**Daily #1 in the iTunes podcast chart 2015**



**Brand Republic Future 5 award for Technological Innovation – October 2013**



**High commendation for outstanding work - Marketing Society June 2013**



**Top 100 bands in the UK for social media – Headstream May 2013**

# STRENGTHS



## Linking unrelated data

Finding the thread that links multiple opportunities to develop a bigger program via data



## Diversity leader

I mentor younger queer people in the industry as part of Champions of Pride. I've also spoken about neurodiversity and ASD for the WFA and in interview for Jerry Daykin's new book about unclusive marketing



## Making it measurable

Ensuring everything has real goals and KPIs that deliver back against company objectives for the channels



## Neuroeconomics

I study the neuroscience of human decision-making and design for behavioural change. Which makes me pretty good at understanding motivations and behaviour