

EDUCATION

Magic Numbers Academy – Effective Marketing, 2023 (ongoing)

Copenhagen Business School, Consumer Neuroscience & Neuromarketing, 2020

Ogilvy Change, Behavioural Economics, 2017

APG Agile Strategy, 2016

APG Essential Planning Skills, 2015

BA (Hons) University of York; Politics and International Relations, 2013

AWARDS

UK Effies (Judge), 2023

APG Awards 2023: Shortlist (awaiting results), *Relate's Horticultural Society*

DMA Awards 2022: Gold, *Vodafone Deleting the Digital Divide*

APG Awards 2019: Commendation, *Rock the Ribbon for the National AIDS Trust*

Cannes Lions: Gold 2018 (Excellence in Media Execution); *80 Days of Argos*

Cannes Lions: Silver 2018 (Use of Data-Driven Insight); *80 Days of Argos*

Campaign Big Awards 2018: Gold, *80 Days of Argos*

Creative Circle Awards 2018: Silver, *80 Days of Argos*

British Arrows 2018: Bronze, *80 Days of Argos*

Drum Marketing Awards 2017: Grand Prix & Re-launch strategy of the year, *Argos' transformation from 'catalogue king' to a digital retail leader*

SKILLS

- Conducting brand audits and stakeholder interviews
- Uncovering deep consumer and cultural insights
- Distilling category codes into actionable learnings
- Developing potential strategic territories, manifestos and brand platforms
- Transforming insight into inspiring brand platforms and propositions
- Defining brand architecture, personality and behaviours
- Inspiring and guiding creative teams to create impactful messaging and comms
- Creating and running engaging workshops and presentations
- Devising, commissioning and conducting all primary and secondary research (including qualitative, quantitative and creative optimisation testing)
- Evaluating and implementing all learnings to continuously improve creative effectiveness

In a nutshell... a rigorous and creative strategic leader with a passion for transforming brands into category leaders.

PERSONAL HIGHLIGHTS

- Defining the new brand platform and comms architecture for Vodafone UK
- Successfully pitching for three of Diageo's premier brands
- Leading Tanqueray from a brand in decline to the fastest growing gin in the world in 2020
- Taking Old Mout from outsider to the #2 premium flavoured cider
- Transforming Relate from outdated to a modern champion for relationship health
- Launching a ground breaking data-led campaign for Argos
- Using behavioural economics to fight HIV

EXPERIENCE

STRATEGY DIRECTOR

OGILVY LONDON | 2021 – PRESENT

Strategic lead on Vodafone UK, Sipsmith Gin and Relate. Responsible for all brand strategy and comms strategy across consumer and B2B.

- Developed a new meaningful brand platform for Vodafone, #FeelTheConnection
- Rebranded and relaunched Relate as a relationship hub for the 21st century
- Developed a new 5 year platform for Sipsmith's USA expansion

SENIOR STRATEGIST

ST LUKE'S LONDON | 2017 - 2021

Strategic lead for Diageo Portfolio (inc. Tanqueray, Bell's and Zacapa), Heineken Portfolio and Heineken Corporate, FMCG clients (Popchips & Moma Porridge, Aunt Bessie's) and the National AIDS Trust. Lead strategist for agency brand consultancy, including The Richemont Group and Disaronno International Group

- Developed global brand platforms for Tanqueray, Bell's, Zacapa and Tia Maria
- Redefined packaging, on & off trade visual identity for Bell's and Zacapa
- Developed new brand architecture and visual identity for Old Mout, creating standout and the most meaningful brand in a growing category
- Reached over 60 million people with a new brand platform for World AIDS Day

STRATEGIST

CHI & PARTNERS | 2016 – 2017

Strategist working into Head of Planning on Argos. Project lead for seasons comms and oversaw all campaign tracking and research.

STRATEGIST

THE BANK | 2013 – 2016

Global Strategist for Peroni Nastro Azzurro, SAB Miller and Hackett

Developed comms strategy for NEFF (BSH Group), Royal Hospital Chelsea, The British Council, Bonne Maman, Grolsch Beer and Thomson Reuters

