

Daniel John Wagstaff BAINES



Nationality: British

I am a strategist who takes pride in transforming the complex into something simple and actionable. I believe that good strategy inspires creative, sells an idea but above all has a tangible impact on clients and their business. Cannes Lions and creative awards are nice to have but strategic awards showing business impact are the true measure of our work. My aim is to always to understand an audience, which is too often overlooked and rushed in our industry, to develop strategies and campaigns that deliver tangible business results for my clients.

Relevant Experience

August 2021 – Present **Freelance Senior Strategist**, Above&Beyond, London.

Clients: AVON (Global), Subway, Pure Electric (EU)

- Worked with AVON to distil a complex global brand into a platform to unite the business globally
- Develop Pure Electric audience insight to launch new brand platform, supporting business development

January 2019 – June 2020 **Senior Strategist**, Saatchi & Saatchi, London.

Clients: Betway (Global), HSBC (Global), GSK (Global).

- Developed new brand positioning and TOV for Betway brands to create a standout brand in a highly competitive market
- Worked alongside internal Betway teams to simplify outputs into a new more effective comms framework
- Shaped detailed consumer research into exclusive high net worth audience for HSBC, a springboard to overhaul service
- Brought GSK Otrivin brand promise to life to create the 'Air Bubble'; unlike most 'stunts' this lived on to feature at COP26

June 2017 – December 2018 **Strategist**, WCRS, London.

Clients: NOWTV, Green Flag, Hasbro (EU), RAF, Churchill.

- Delivered breakthrough insight and strategy that led to major MoneySupermarket pitch win

- Lead Green Flag briefs; shaping creative to deliver complex information and RTBs in a low interest category
- Lead analysis and development of RAF digital marketing to deliver increased recruitment across key roles
- Lead 'always on' strategy for NOWTV across both brand and DR – delivering high volumes of work across several channels

May 2015-
June 2017

Data Strategist/Digital Strategist, DF London, London.

Clients: Amazon Fashion (EU), Nestlé Purina (EU), Next, Unilever.

- Analysed trends and develop behavioural insights to shape Amazon Fashion monthly digital content
- Created a test and learning strategy for Amazon Fashion and Next alongside media agencies to improve monthly content
- Produce analytics to drive growth across social accounts
- Research and data insight for new business work

Key Skills:

- Draw on varied strategic experience to deliver in depth research, analytical insight, campaign development and creative direction.
- Convincing storyteller with ability to deliver complex ideas clearly.
- Calm, efficient and proactive approach to solving problems.
- Strong team player with experience of different teams in varying industries.
- Experienced in presenting to and working with high level stakeholders.
- Ability to design and orchestrate qualitative research.
- Efficient using several tools including social media analytics (eg. Facebook, YouTube, Twitter), Brandwatch, GWI, TGI, Google Analytics.

Educational history

2011 – 2014

University of Leeds, Leeds, LS2 9JT

BA Hons. History 2.1

(Dissertation: The Guerrilla Conflict on the Korean Peninsula, 1930-1953. 1st)

2004 – 2011

Alexandra Park School, London, N11 2AZ

A2-Level: English Literature A*; History A; Psychology A

References

Available on request.