



Charlotte Bunyan

at

<https://www.linkedin.com/in/charlotte-bunyan-a2005822/>

Summary

Experience

Chief Strategy Officer at Expertise

01/05/2021 - 01/02/2023

Head of Strategy & Futures at

01/10/2019 - 01/05/2021

Delivering executional excellence across all strategy and futures work; identifying opportunities for innovation and unlocking new opportunities with high growth client Commercial awareness groups. 100% pitch win rate and client growth planning integral to securing 900% EBITDA growth in 2021, and sustained 30% margin into 2022.

Inclusive Leader

Leading Key projects including:

Head of Strategy at Experiential and Creative Agency

01/07/2017 - 01/09/2019

Expanding and strengthening Collider's strategic capabilities; developing ownable IP - including a new

framework for Launch Effectiveness, published in AdMap and a new methodology for ROE: Return on Experience,

Leading all branding work, including defining brand propositions, positioning and audience segmentation for Shoeaholics (part of Kurt Geiger Group); NoPla plastic free-gum, Oggs vegan bakes and Situ Live,

Working closely with the CEO and founder on New Biz, achieving a 100% pitch win rate. Delivering campaign success and growth across a wide range of brands including: De Beers, Bookatable, Lloyds Register, SEAT, Bear Nibbles.

Bear Nibble's Social Sampling campaign debunked the myths that healthy snacks are less appetising with a playful campaign, driving 42k sample requests, 4.2k new positive reviews on site, 87% likelihood to purchase, 4.6% Sales Growth in the UK and 37m impressions.

Bookatable social campaign flipped the narrative from transactional to emotional tapping into FOMO x FOFU with a campaign for the diners, enabling them to dine their way, driving a 212% increase in organic daily bookings, 96% increase in revenue and 52% increase in site traffic.

Developing new ways of working, cultural activities, partnerships and internal initiatives to drive change within the agency; resulting in Winning the inaugural Women in Marketing Changemaker award.

VP Strategy Director at Global Experiential Agency

01/11/2016 - 01/06/2017

Senior Creative Strategist at

01/08/2012 - 01/10/2016

Leading the most challenging briefs, on business transformation, brand launches, content strategy, employee engagement and change management, often involving multiple stakeholders. Developing a new theory of Experiential Coding to inform customer journey mapping. Leading the strategy for award-winning work for Nivea, P&G, Honda, Konica Minolta and the inaugural GREAT Festival of Creativity, and winning internal awards for impact within the agency.

Festival of Speed (Drum award for Best Launch & Chairman's award); developing the creative strategy, insight and proposition that led to a new creative execution for their stand; gaining press recognition; record number of visitors and exceeding lead generation targets.

Nike: proactively developing a POV piece on how Nike market to women, informed by focus group insights, alongside cultural and trend analysis, crafting a proposition and manifesto articulating the opportunity for increasing engagement, resulting in winning the extremely successful launch event for a new training shoe for women.

P&G; Future Fabrics: Developing the strategy for a media and influencer event to reposition detergent within a Fashion context; attending a 2-day R&D workshop to develop the proposition; the messaging and the experience design. Resulting advocacy and press coverage exceeded all KPIs.

Mentoring at Ad School SCA and mentoring 7 people at Jack Morton, as well as developing the Intern programme and leading the Diversity and Inclusion programme.

at Govt MarComms Agency

01/09/2009 - 01/03/2012

Central Office of Information I
: Snr Content and Brand Strategist

Worked across all key Govt Deps, leading all areas of brand development: research, definition, naming and execution, including brand language and tone of voice. Delivering bespoke communications consultancy; applying behaviour change theory; advising on content strategies and content optimisation; running research groups and audience testing.

Managing a creative team on a range of high profile design and editorial projects across all media, developing and testing messages; producing content across multiple channels for different audience groups.. Responsible for costing, scheduling and quality control.

at Independent MarComms Agency

01/06/2002 - 01/11/2003

Senior Copywriter at

01/05/2001 - 01/06/2002

Managing a copywriting team and working closely with digital and graphic designers to communicate messages in print, online, on video or at events. Responsible for pitches and proposals, initial concepts and business planning.

Working on award-winning communication projects from brochures, websites, annual reports to direct mail and internal comms campaigns, from concepting Teaching packs for DFES Aimhigher campaign, to revising and repositioning the Boat Safety scheme handbook and leading the rebrand for the infrastructure arm of EDF.

Freelance

Copywriter at**01/09/2000 - 01/04/2001**

Writing copy for a start up; including web pages, sales messages and email marketing

Writing Sabbatical

Aspiring Novelist at Living**01/11/1999 - 01/08/2000**

: Italy for 6 months, self-taught basic Italian; writing a novel and short stories; winning a national prize for a 99word micro story.

HR Consultant at PERSONA Management Consultants**01/01/1996 - 01/10/1999**

Responsible for writing and marketing business case studies used for training, recruitment and development for Mars, Anheuser Busch, Virgin and PepsiCo International. Quadrupling sales of these training materials through dedicated marketing approach. Facilitating workshops and delivering training courses.

Graduate Trainee at Brunswick Group**01/10/1995 - 01/12/2016**

Supporting three account managers with research, copy-editing, translation and idea generation across key FMCG accounts.

Education

Lancaster University

BA, -

Pewsey Vale School

GCSEs, -

Skills

Futures Operations, branding, English, German, Chief Strategy Officer, Head of Strategy & Futures, Head of Strategy

Keywords

Languages

—

Other candidate information that Vincere supports

Add the wildcards to your template. Vincere will recognize and replace it with corresponding information.

(Notice: Please remove this section if you don't need it in your template)

General information

1. Candidate middle name ()
2. Candidate preferred name ()
3. Candidate first name in Kana ()
4. Candidate last name in Kana ()
5. Candidate date of birth ()

6. Candidate Age ()
7. Candidate Place of birth ()
8. Candidate Citizenship ()
9. Candidate Gender (Female)



10. Candidate Photo ()
11. Candidate Primary Email (charlotte@wearetwixt.com)
12. Candidate Work Phone ()
13. Candidate Primary Phone (+44 7900 690022)
14. Candidate Home Phone ()
15. Candidate LinkedIn profile (<https://www.linkedin.com/in/charlotte-bunyan-a2005822/>)
16. Candidate Current Address - Address (44 Plevna Road, Hampton, VA)
17. Candidate Current Address - District ()
18. Candidate Current Address – City/Town (Hampton)
19. Candidate Current Address - State (VA)
20. Candidate Current Address - Country (United States)
21. Candidate Current Address - Zipcode ()
22. Candidate Current Address - Name (44 Plevna Road, Hampton, VA)
23. Candidate Availability for Work ()
24. Candidate Marital Status ()
25. Candidate TOEIC Score ()
26. Candidate IELTS Score ()
27. Candidate ID (63732)
28. Candidate Work History (Expertise
 - Chief Strategy Officer
 - 2021-05-01 - 2023-02-01

Head of Strategy & Futures

2019-10-01 - 2021-05-01

Delivering executional excellence across all strategy and futures work; identifying opportunities for innovation and unlocking new opportunities with high growth client Commercial awareness groups. 100% pitch win rate and client growth planning integral to securing 900% EBITDA growth in 2021, and sustained 30% margin into 2022.

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2017-07-01 - 2019-09-01

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Global Experiential Agency
VP Strategy Director
2016-11-01 - 2017-06-01

Senior Creative Strategist
2012-08-01 - 2016-10-01

Leading the most challenging briefs, on business transformation, brand launches, content strategy, employee engagement and change management, often involving multiple stakeholders. Developing a new theory of Experiential Coding to inform customer journey mapping. Leading the strategy for award-winning work for Nivea, P&G, Honda, Konica Minolta and the inaugural GREAT Festival of Creativity, and winning internal awards for impact within the agency.

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Govt MarComms Agency
2009-09-01 - 2012-03-01
Central Office of Information I
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Worked across all key Govt Deps, leading all areas of brand development: research, definition, naming and execution, including brand language and tone of voice. Delivering bespoke communications consultancy; applying behaviour change theory; advising on content strategies and content optimisation; running research groups and audience testing.

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Independent MarComms Agency
2002-06-01 - 2003-11-01

Senior Copywriter

2001-05-01 - 2002-06-01

Managing a copywriting team and working closely with digital and graphic designers to communicate messages in print, online, on video or at events. Responsible for pitches and proposals, initial concepts and business planning.

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PERSONA Management Consultants

HR Consultant

1996-01-01 - 1999-10-01

Responsible for writing and marketing business case studies used for training, recruitment and development for Mars, Anheuser Busch, Virgin and PepsiCo International. Quadrupling sales of these training materials through dedicated marketing approach. Facilitating workshops and delivering training courses.

Brunswick Group

Graduate Trainee

1995-10-01 - 2016-12-01

Supporting three account managers with research, copy-editing, translation and idea generation across key FMCG accounts.)

29. Candidate Desired Salary (GBP £0.00)

30. Candidate Current Salary (GBP £0.00)

31. Candidate Contract Rate ()

32. Candidate Notice Period (30)

33. Candidate Brief (Charlotte Bunyan is a resident of Hampton, VA, US. She has been working in the Senior occupational sector for more than 27 years. In the last employment she was working as a Chief Strategy Officer at Expertise. Charlotte has an extensive management experience (7 years) with exposure to executive/middle management positions.

Since 2021-05, for a total duration of 22 months, this candidate had experience at an executive/middle management level working as a Chief Strategy Officer at Expertise.

Since 2019-10, for a total duration of 20 months, this candidate had experience at an executive/middle management level working as a Head of Strategy & Futures.

Since 2017-07, for a total duration of 27 months, this candidate had experience at an executive/middle management level working as a Head of Strategy at Experiential and Creative Agency.

Since 2016-11, for a total duration of 8 months, this candidate had experience at an executive/middle management level working as a VP Strategy Director at Global Experiential Agency.)

34. Candidate LinkedIn resume ()

35. Candidate Company name()

- 36. Candidate Company number()
- 37. Candidate Branch ()
- 38. Candidate Desired Industry ()
- 39. Candidate Desired Sub Industry ()
- 40. Candidate Desired Function Expertise ()
- 41. Candidate Desired Sub Function Expertise ()

NOTE:

1. To fields of Education, because it's a dynamic field in Vincere and you can add as many education as you want in Candidate Profile, it's important to put the details inside a Loop to get all Education details of a candidate.

Education details that are supported in Resume Builder:

- a. Candidate Education Level (`${education.educationLevel}`)
- b. Candidate Education Summary (Lancaster University
German & Psychology, BA
Pewsey Vale School
GCSEs)
- c. Candidate Education Institution (`${education.institutionName}`)
- d. Candidate Education Course (`${education.course}`)
- e. Candidate Education Qualification (`${education.qualification}`)
- f. Candidate Education GPA (`${education.gpa}`)
- g. Candidate Education Honors (`${education.honors}`)
- h. Candidate Education Major (`${education.major}`)
- i. Candidate Education Grade (`${education.grade}`)

To use those wildcards, simply put them between an "Education.EducationStartLoop" and an "Education.EducationEndLoop"

Example:

Lancaster University

BA, -

Pewsey Vale School

GCSEs, -

2. Fields in Work History of candidate work in the same way as Education's fields.

You will have to put Work History details in between a "WorkHistory.WorkCompanyStartLoop" and a "WorkHistory.WorkCompanyEndLoop".

Work History details that are supported in Resume Builder:

- a. Candidate Job title (`${experience.jobTitle}`)
- b. Candidate Employer (`${experience.employer}`)
- c. Date range (`${experience.dateRange}`)
- d. Candidate experience at the company (`${experience.company}`)

Recruiter information

1. User location ()
2. User phone number ()
3. Resume submitted date (13/07/2023)
4. User company name (Wild Squirrel Recruitment)
5. User name ()
6. User email ()
7. Primary Brand Logo ()
8. Primary Brand Name ()