



Imaan Binyusuf

at

<https://www.linkedin.com/in/imaan-binyusuf/>

Summary

Experience

Senior Brand Strategist at Creative Lab

01/07/2021

* Lead on marketing and brand strategy development for integrated and on-platform B2C campaigns across EU and UK. Core role includes digital content and brand strategy development, B2C campaigns, B2B industry strategy, response to brief, consulting on creative concepts, platform education & performance marketing

* Developed and executed creative strategy for B2C campaigns, role includes: managing strategic inputs to client's response-

to-brief; strategy development for TikTok's biggest B2C campaign - Nike Women's Euro 2022 campaign - <https://www.tiktok.com/business/en-GB/inspiration/nike> across 15

European markets, generating over 3.6 billion views; lower-funnel marketing strategy for UK's leading beauty and wellness - <https://www.tiktok.com/business/en-GB/inspiration/boots-uk>

retailer, generating 104+ million views, with strong ROAS results and increased in-store footfall; managing cross-functional campaign collaboration across 5+ marketing and sales functions (inc. creative, design, sales, measurement and PR); generate post-campaign analysis and measurement reports to inform learnings for clients and senior execs

* Led platform education and B2B strategy narrative activities: devised and presented the strategy planning modules for

TikTok's Business Creative Agency Academy - <https://www.tiktok.com/business/en-GB/blog/introducing-tiktok-creative-agency-academy> (1500+ currently enrolled across Europe); led B2B finance and CPG vertical narrative & strategy for user acquisition and on-platform content growth; led bespoke creative consultations and workshops for senior marketing execs from leading multinational brands inc. Unilever, Nike, Swarovski, Barclays, Mulberry, L'Oréal and more

* Directly report to Head of Strategy EU + UK and line manage 2 junior strategists. Directly generated \$28+ million (YTD) in client media spend and revenue for CLab team

Global Brand Strategist at Team Unilever

01/03/2020 - 01/07/2021

(Team Unilever), London -----

- * Launched a Covid-19 global communication response through Dove's Masterbrand campaign, Courage is Beautiful, - <https://www.ogilvy.com/uk/work/courage-beautiful> reaching a global audience of 41M which leveraged cross-channel promotions inc. TV, OOH, Social & Influencer, and PR

- * Delivered digital brand strategy and media campaign for Dove's new antibacterial product range, which launched across

LATAM in Q4 2020 and globally in 2021

- * Analysed consumer behaviour data, competitive landscape and cultural trend to inform Dove's innovation strategy for their UK kids' cleansing product category

- * Shared proposals to increase Shea Moisture's e-commerce product UK sales by mapping out consumer journeys and analysing data on core consumers' shopping behaviours

Marketing Fellow at WPP

01/08/2018 - 01/03/2020

- * Selected as one of six nationwide for WPP's prestigious marketing and advertising leadership program to complete three consulting rotations across various health communications and public relations disciplines (BCW, Sudler and Kantar) -

WPP consulting placement responsibilities included:

Insight and Data Analyst at Kantar

01/10/2019 - 01/03/2020

Kantar: Insight and Data Analyst, Epsom (WPP placement) -----

- * Led competitor analysis research and brand proposition recommendations on reaching sustainability targets for a

leading Scandinavian hygiene and health company

- * Supported the New Business team in client pitches and proposals through research, ideation and proposal writing,

winning \$285k in client work

Account Manager at Sudler

01/04/2019 - 01/10/2019

Sudler: Account Manager, London (WPP placement) -----

- * Led the communication strategy at EASD annual congress to revive the competitiveness of a legacy diabetes drug for a pharma client, increasing overall media engagement and publication interaction by 15% compared to the previous year

Senior Account Executive at WPP

01/08/2018 - 01/04/2019

Burson Cohn-Wolfe (BCW): Senior Account Executive, London (WPP placement) -----

- * Expanded the Obesity Policy Engagement Network (OPEN) for Novo Nordisk through multi-stakeholder engagements and collaborative partnerships across Europe and the Gulf region, doubling the size of the network and increasing overall investment by 29% by Q1 2019

- * Organised Pfizer's largest change management summit for their global vaccine division in six weeks, bringing together over 170 divisional leaders

at Touffou France

01/07/2019 - 01/01/2020

WPP Leadership Summit 2020, Touffou France -----

- * Led team of 5 to win a pitch for a client addressing period poverty in Kenya, also winning the individual MVP award (as voted by senior WPP leaders and client representatives), resulting in an all-expenses paid trip to Kenya to visit the client's local centre and see their work on the ground

- * Resulted in completing the WPP Fellowship earlier than expected by landing a role at Ogilvy

UK Parliament Artificial Intelligence Steering Committee Sep 2018 - Feb 2019

- * Collaborated on a written evidence -

<http://data.parliament.uk/writtenevidence/committeeevidence.svc/evidencedocument/artificial-intelligence-committee/artificial-intelligence/written/70499.html> on equity in artificial intelligence with Harvard researchers to inform parliament debate at the UK AI steering committee

Analyst at Third Bridge Group Limited

01/01/2018 - 01/07/2018

- * Conducting primary investment research for an international client portfolio of 15+ hedge funds, private

equity and consulting clients across various industries, including FMCG, oil and gas, generating \$5.8M in investments

Editor at Pills and Policies

01/07/2015 - 01/01/2018

- * Founded an online platform engaging young people in Politics and Public Health by leading a team of 4 in marketing, content creation, social media management and submissions

- * Produced and edited articles and videos on topical issues, including a short documentary on the Junior Doctor Contract that reached over 10,000 people on Facebook and later featured on Huffington Post

Intern at United Nations

01/07/2017 - 01/09/2017

: Sub-regional Response Facility (SRF) Intern, Jordan -----

- * Monitored progress on the Regional Refugee and Resilience Plan (3RP) for Syria and five neighbouring countries (Jordan, Egypt, Lebanon, Iraq and Turkey), focusing on areas including livelihoods and social cohesion for Syrian refugees and host communities

- * Edited and produced 3RP policy reports, including writing Forewords on behalf of the Director of the UNDP Regional Bureau for Arab states

Policy Communications Intern at UK Department of Health

01/07/2016 - 01/08/2016

- * Analysed and documented national media responses to UK health policies for the Secretary of State's monthly government presentation

- * Produced a report reviewing the Internal Communication Channels across six governmental departments, including the Cabinet Office

LEADERSHIP EXPERIENCE

at

01/01/2021

Advisory Board Member, Home Girls Unite - <https://www.instagram.com/homegirlsunite/?hl=en> (Non-profit)

* Selected as one of 8 advisory board members for a non-profit enterprise focused on providing safe and educational spaces for eldest daughters from immigrant households

* Advised on content strategy, funding proposal writing, PR outreach and partnership to grow further the Home Girls Unite international community (5,700+ followers)

Youth Leader at UK Foreign Common Office

01/01/2016 - 01/03/2016

Delegate -----

* Selected as one of 50 global future leaders to debate key policy issues, hosted by the Foreign Common Office's executive agency, Wilton Park, a world leading centres for discussion of key international policy

Education

University of Oxford

, - 01/06/2017

Skills

Content Strategy, TikTok, Marketing, Business to Customer, Marketing Strategy, Sales and Marketing, Strategic Planning, campaign analysis, Brand Management, Coronavirus, Equities, Media Campaigns, Competitor Analysis, Content Production, Managerial Skills > Team Management, Social Media Management, Facebook, Communication Strategy, Hedge Fund, Private Equity, FMCG, Digital Media, Artificial Intelligence, eCommerce, Summit Financial Software, Senior Brand Strategist, Marketing Fellow, Global Brand Strategist, Research Advisor, Insight and Data Analyst, Editor, Founder, the Junior Doctor, Account Manager, Analyst, Senior Account Executive

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 (imaanbinyusuf1@gmail.com)
12. Candidate Work Phone ()
13. Candidate Primary Phone (+44 7944 462872)
14. Candidate Home Phone ()
15. Candidate LinkedIn profile (<https://www.linkedin.com/in/imaan-binyusuf/>)
16. Candidate Current Address - Address (13 Zinnia Mansions, Stratford, London, E20 1FR)
17. Candidate Current Address - District ()
18. Candidate Current Address – City/Town (Stratford)
19. Candidate Current Address - State (London)
20. Candidate Current Address - Country (United Kingdom)
21. Candidate Current Address - Zipcode (E20 1FR)
22. Candidate Current Address - Name (13 Zinnia Mansions, Stratford, London, E20 1FR)
23. Candidate Availability for Work ()
24. Candidate Marital Status ()
25. Candidate TOEIC Score ()
26. Candidate IELTS Score ()
27. Candidate ID (63728)

28. Candidate Work History (Creative Lab

Senior Brand Strategist

2021-07-01

- * Lead on marketing and brand strategy development for integrated and on-platform B2C campaigns across EU and UK. Core role includes digital content and brand strategy development, B2C campaigns, B2B industry strategy, response to brief, consulting on creative concepts, platform education & performance marketing

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2020-03-01 - 2021-07-01

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2019-07-01 - 2020-01-01

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Delegate -----

* Selected as one of 50 global future leaders to debate key policy issues, hosted by the Foreign Common Office's executive agency, Wilton Park, a world leading centres for discussion of key international policy)

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 (Imaan Binyusuf is a resident of Stratford, London, UK. She has been working in the Marketing occupational sector for more than 8 years. Currently she is employed as a Senior Brand Strategist at Creative Lab. Imaan has some experience in management (20 months) with exposure to executive/middle management positions.

Since 2020-03, for a total duration of 17 months, this candidate had experience at an executive/middle management level working as a Global Brand Strategist at Team Unilever.

Since 2016-01, for a total duration of 3 months, this candidate had experience at a lower grade management level working as a Youth Leader at Wilton Park Policy Forum.)

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 (`${education.educationLevel}`)
- b. Candidate Education Summary (University of Oxford
2017-06-01)
- c. Candidate Education Institution (`${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:

University of Oxford

, - 01/06/2017

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 (06/07/2023)
- 4. User company name (Wild Squirrel Recruitment)
- 5. User name ()
- 6. User email ()
- 7. Primary Brand Logo ()
- 8. Primary Brand Name ()