

Christian Kingston

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WORK EXPERIENCE

Planned Career Break & Freelance work

Jan 2022 - Present

- Fulfilled a pre-pandemic goal to travel more and experience diverse cultures. I travelled around Mexico for two months, improving Spanish, learning to surf and cooking different cuisines.
- Bought a house during the pandemic and have used this time to make renovations.
- Freelance strategy project guiding the marketing objectives and brand positioning of a well-known luxury shopping street.

Collinson

London

Planning Director

Oct 2019 - Jan 2022

- Led strategy on agency new business efforts, key accounts and consultancy projects across a range of sectors including travel, retail, financial services.
- National Express - Won a consulting project to explore and recommend alternatives to Coachcard products and drive ancillary revenue.
 - Explored and analysed opportunities across the business, customers, and market; using a mix of stakeholder interviews, data analysis, customer, and market research.
 - Ran workshops with client teams gaining insight into the business and push thinking.
 - Developed a strategic approach for driving customer growth across the business divisions.
 - Presented to the C-suite, meeting their key customer and commercial objectives.
- Pepe Jeans - Developed a new positioning and customer strategy for Pepe Jeans Europe including creative territories, engagement strategies and operational planning.
 - Consulted with senior stakeholders to understand the commercial challenges faced by the business, outlining a need to align with the repositioning of the brand to a younger audience.
 - Explored and distilled business, brand, customer and market challenges down into a core challenge to face.
 - Recommended the strategic opportunity for a loyalty and engagement programme that was a fit for the client's needs.
 - Collaborated with the creative team to conceptualise the future for Pepe Jeans that brought heritage back to the forefront of the brand to make it feel relevant in culture.
 - Coordinated and presented back to the CEO and senior leadership team, securing go ahead for the next phase of programme design and technical scope.
- Radisson - Lead planner on the Radisson Rewards account for seven years, balancing the needs of both US and European clients to drive loyalty programme and communications
 - Built a relationship with the client to provide a level of strategic support above the day to day running of the programme and communications planning. Resulting in four additional consultative projects that fed into the loyalty strategy.
 - Directed analysis with Collinson analytics teams into customer behaviour to tell a story, bringing insight to life.
 - Established myself as a key point of knowledge within the agency and client teams.
 - Guided client teams to understand and interpret the client's needs and to spot opportunities for client growth.

Senior planner

May 2017 - Oct 2019

- Hostelworld
 - Consulting with senior stakeholders and partner research agency to uncover insight into hostel travellers and explore opportunities to increase customer loyalty through both experience and implicit reward.
- Mastercard advisors
 - Led planning with Mastercard Advisors pitching for and winning creative communications work for partners across digital, DM, email, and video.
 - Clients such as HSBC, Shell, Qantas, Citibank, TSB and more
 - Developed lifecycle communications frameworks and assets for Mastercard Prepaid card networks and partner issuers.

Planner

Feb 2014 - May 2017

- Hackett - 65B <https://dma.org.uk/awards/winner/2017-gold-retail>
 - Collaborated on the creation of an unpublished loyalty programme that revolutionised Hackett's interaction and relationship with customers.
 - Delivered a programme that sought to drive a ubiquitous experience across stores and e-commerce, whilst surprising members with rewards that were right for them.
 - Resulting in 60k members signed up with no promotion and all-important data collection for Hackett to understand their customer's needs.
 - Supported the continual development of the programme over time, including brand refresh, communication planning and continual improvements to the experience of the brand. Successes leading to winning work to create a programme for Façonnable and Pepe Jeans.
- Radisson
 - Supported a major revamp in the design of Radisson Hotels global loyalty programme to bring the programme up to standard in a competitive loyalty environment and set expectations for business transformation.
 - Improved lifecycle communications such as points expiry, onboarding and activation through customer journey development and client workshops.
 - Maintained a detailed awareness of relevant market trends affecting client, and developments in the wider advertising and communications industry.
- Adidas
 - Developed audience engagement strategy for kit sponsorship with Manchester United.

Cogent Analytics

London

New Business Account Executive

Sep 2012 - Feb 2014

- Worked on a range of clients across travel, health, financial services.
- Supported the management of client accounts and new business pitches.
- Developed knowledge of data analytics methodologies and how to explore and distil relevant insights.

Lastminute.com

CRM & Marketing intern

Sep 2009- Sep 2010

EDUCATION

University of Brighton

Bachelor's Degree Business Studies with E-commerce

2011

SKILLS, DEVELOPMENT & INTERESTS

Skills: UX Certified with Nielsen Norman Group including design thinking, research and customer journey mapping. APG course: essential planning skills. Proficient use of MS Office. Strong skills in excel, ability to interrogate data and uncover insight. IDM Award in Behavioural Economics.

Interests: I have a huge passion for food and cooking. I love exploring different cuisines and trying to recreate them in my own kitchen, it is my favourite way to relax.