

SARAH MCMANUS

Senior Strategy Director (freelance)

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BRAND STRATEGY
SOCIAL MEDIA STRATEGY
PLANNING
INSIGHTS
RESEARCH
PAID MEDIA STRATEGY

RECENT HIGHLIGHTS:

- Recent graduate of the Mini MBA in Marketing with Mark Ritson. Inspired & ready to call out the marketing BS
- I'm currently doing a course on Behavioural Economics for marketing, decision making & messaging. Fascinating!
- Through extensive work with b corps & purpose led brands I have become a bit of a specialist in helping brands communicate their values & tell their story in the real world delivering ethical AND business success. Doing good & working with brands doing good is my cuppa
- Led the social media strategy for BMW Global accounts, managing a total community of 35 million
- Strategy mentor for University of Planning. Helping the next generation of strategists

FORMAL EDUCATION:

- **MINI MBA IN MARKETING**
 - Marketing Week with Mark Ritson
- **LONDON SCHOOL OF MARKETING @ IMPERIAL COLLEGE LONDON**
 - CIM professional Diploma in Marketing
- **GOLDSMITHS COLLEGE, UNIVERSITY OF LONDON**
 - 2:1 BA Hons in media & sociology
- **SIR JOSEPH WILLIAMSON MATHEMATICAL SCHOOL**
 - 3 x A Levels
- **THE ROCHESTER GRAMMAR SCHOOL FOR GIRLS**
 - 10 x GCSEs

VOLUNTEERING EXPERIENCE:

- Strategy mentor for the 30 Minute @ University of Planning
- Literacy Trust, helping young kids learn to read as well as working in my local borough to rejuvenate green spaces
- Pro Bono work at Media Bounty for Greenpeace & World Land Trust
- Volunteer on the advisory board for charity donation app startup Roundups

Hello. I am a freelance Senior Strategy Director with experience working within agencies & client side. I have over 15+ years agency experience & 8+ in strategy working on some of the world's biggest brands. I am an established & experienced freelancer with long-standing freelance relationships & a portfolio of recurring clients. Lovely to meet you.

FREELANCE EXPERIENCE/ HIGHLIGHTS: July 2020–present day

- **Social & digital strategy** for Outright, an LGBTQ+ rights charity in New York, using social & digital channels to raise awareness of human rights violations, increase donations & drive activism
- **B corp comms strategy** to tell b corp story for Remarkably, Planet & MCM to ensure b corp values become the headlines in brand strategy, messaging & channels
- **Social media strategy** for Tropicana following brand revamp post PepsiCo sale, including detailed market research into audiences, behaviours & motivations within juice category
- **Brand strategy & market research (qual & quant)** for East West Train bid including analysing audience data from people along the line to understand societal & environmental challenges & opportunities to drive messaging
- Leading the BMW **brand & social media strategy** (in-house agency, effectively working client side) for BMW brand & BMW Group. 10 month placement to deliver brand & social strategy repositioning to tell the brand story in a relevant way on social media. Including extensive Gen Z work via TikTok & Twitch
- **Media & influencer partnership strategy** for the global campaign rollout for St Tropez & Ashley Graham partnership across social media & digital. Building a comms strategy to work across multiple markets
- **Client side brand strategy** role for Korean cult brand Grounded Kitchen. 6 month client side role delivering social media strategy & growing the social media team across the business
- **Social media strategy** & hip hop influencer strategy for the pink kebab launch from GDK. Yes it was as epic as it sounds!
- **Strategy work for pitches:** Successful pitches for many brands/ agencies including Smirnoff, Hydra Facial & HyperX
- **Startup strategy** for RoundUps, Goodnick & Hob Home Care

AGENCY EXPERIENCE, BEFORE I WENT FREELANCE: 2004–2020

- 2014–2020 - Strategy Director @ Media Bounty
- 2013 - Senior Account Director @ Space
- 2012 - 2013 - Account Director @ Amplify
- 2009–2011 - Account Director @ Method Two
- 2008–2009 - Client Services Manager @ Alternative
- 2008 - Senior Account Manager @ Exposure
- 2004–2008 - Account Manager @ BEcause Experiential