

A highly ambitious Strategist with a track record of delivering success for clients quickly, while simultaneously growing the largest accounts at one of the Top 3 Elite agencies in the 2021 Digital Agency Census.

Professional Experience

The Drum - Rising Star Of The Year - Highly Commended (January 2021)

- Awarded as part of the Drum Awards for the Digital Industries (DADIs) for my involvement in the multi award-winning work on the BMW Group account at Zone. Particular focus was given to my role leading the strategy for the launch of MINI Electric, including a glowing reference from our senior client on the account.

Zone (September 2017 – Current)

- A key part of the strategy and data team, joining as a Junior Strategist before being promoted to Strategist within my first 12 months. Initially dedicated to the BMW Group Retailer Marketing account, leading on strategy for Rolls-Royce, BMW, MINI and BMW Motorrad, before working on various accounts including The Football Association, The Bodyshop, and Aston Martin Formula 1.

MINI

- Devised and executed the agency's single most significant success on the account: the launch of the MINI Electric. In a crowded marketplace, I delivered a strategy that focused on simplicity for retailers and customers alike, leading to 1,181 pre-orders being placed before Christmas on a car that wasn't available to test drive until March.

BMW

- Planned an in-market media programme for BMW and MINI's 300 retailers throughout the UK. In a single year, the data-driven approach generated over 73,000 leads for BMW and MINI dealers – 170% ahead of target. Cost per lead fell by 23%, and every single retailer in the country opted back in the following year despite tough market conditions.
- Used my background in social media strategy to run the most comprehensive retailer education programme in the history of the brand, working with Facebook, Instagram, YouTube, Twitter and LinkedIn to devise content that the BMW Marketing Manager described as “perfectly pitched”. The results mirrored this feedback, with a 63% rise in engagement on social media across the network since the programme concluded.

Rolls-Royce, Aftersales. Motorrad

- Other successes within the sector include launching Rolls-Royce's first SUV exclusively to ultra-high net worth individuals globally, catalysing the most successful year in the brand's 115-year history; running an Aftersales eCRM campaign promoting servicing that generated £1.8m in revenue, a 1,752% return on investment; and harnessing my creative aptitude and customer insight to develop campaigns that launched two motorbikes in ten markets across Europe.

The Football Association

- Headed up the data strategy on the largest product launch the FA have ever undertaken, including a full rebrand, new online platform and new tool to help players discover opportunities to play football across the country. My focus was on the measurement and delivery of impact – strategically, how will we know if we have had the desired impact, and technically what do we need to implement in order to surface this information.
- The approach to data and analytics was the key success on the project, not only providing an excellent platform for future assessment and further development, but also resulting in the client asking us to help them implement the same rigorous approach to data strategy across the organisation, opening a plethora of commercial opportunities for Zone.

Zone (September 2013 – August 2016)

- Part of the team that developed the digital strategies and customer journeys for major clients such as Tesco, Coca-Cola, Barratt Homes, BT Sport, M&S, Maersk and Persil, as well as campaigns for Nike Foundation's Girl Effect and Prostate Cancer UK.
- Worked closely with a leading marketing procurement consultant to assess the agency's position within the industry, producing a profitability strategy for the company as it continued to grow. Analysed a number of potential acquisitions, making detailed recommendations to the board which ultimately guided the multi-million acquisition of another agency.

Tesco (July 2013 – August 2013)

- A month-long internship in the legal department at Tesco, helping relaunch the intranet system throughout Tesco worldwide.

Entrepreneurial Experience

Messi Minutes (July 2011 – September 2017)

- Founded and co-produced a successful YouTube football punditry show ('Messi Minutes'). The show developed into a profitable business and was signed to the second-largest rights management company in the country.
- Our content was watched by over 3 million people in its first year. A conscious decision was also taken to pivot to Twitter, where we grew a loyal audience of over 70,000 followers. When actively managed, the account maintained a typical engagement rate of over 3.5%, a number that dwarfs the vast majority of corporately funded accounts.

Education

2014 – 2017	Bristol University - Politics and International Relations BSc 1st Class Honours - Awarded the 2017 Exam Board Prize for exceptional third year performance and dissertation (Topic: A.I. and Existential Threat)
2002 - 2013	University College School (UCS), Hampstead, London A Levels (Philosophy, Economics, Geography): A*, A*, A