

Alice Tyler

PLANNER

Profile

Strategic planner with a demonstrated history of working in the B2B marketing and advertising industry, working with various clients across telecoms, financial services and technology.

Employment History

Planner, Ogilvy, City of London

AUGUST 2018 – PRESENT

I work closely with the agency's B2B brands, performing qualitative and quantitative research to inform brand and campaign strategy.

My key responsibilities include conducting competitor analysis, persona creation, messaging frameworks and finding those ever so valuable insights.

I was part of the strategic team that brought to life Flightplan, a virtual event for Inmarsat that brought aviation industry leaders together at a time of unprecedented change. It grew into aviation's largest-ever online event and has now been shortlisted for 'Best use of Content Marketing' at the B2B Awards.

Completed the IPA Eff test and foundation exam, now an accredited member of the IPA.

Intern, Red Brick Road, City of London

JULY 2018 – JULY 2018

Conducted consumer and market research to inform campaign strategy on the Beano account, Hillary's Blinds and various new business pitches.

Event Manager, The Eventist Group, Weybridge

NOVEMBER 2012 – JUNE 2018

Organised and managed events across the UK, including Glastonbury Festival, Henley Regatta, Tobacco Dock London and many corporate Christmas events.

The role taught me valuable organization and management skills whilst working as the leader of a small but hardworking team.

Marketing Intern, Sainsbury's, City of London

MARCH 2017 – MARCH 2017

Worked closely with the marketing department to deliver Sainsbury's summer ad campaign.

Education

BA (Hons) Business Management & Spanish, University of Manchester

SEPTEMBER 2014 – JUNE 2018

Upper second-class honours. Achieved first-class results in various modules including marketing, strategy and management.

Completed an Erasmus year studying abroad at the Universidad de Deusto, Bilbao, Spain

St John's School, Leatherhead

SEPTEMBER 2012 – JUNE 2014

A-Levels in English, Business and Spanish (A, A, B)

St Teresa's School, Effingham

SEPTEMBER 2007 – JUNE 2012

GCSE'S – 1A*, 5A'S, 3B'S



Wild Squirrel Recruitment

Skills

Market Research

Leadership and Teamwork

Marketing Strategy

Strategic Insights

Hard Working

Highly organized and efficient

Languages

English

Spanish; Castilian