



MICHELLE O'MAHONEY

Director – Digital Innovation | Brand Builder | Consumer Experience

Expert in positive digital change to deliver compelling consumer experience

PROFILE

A creative-minded, analytics-smart, and performance-driven strategist with 20+ years of hands-on transformational experience in consumer, product, digital, brand development and communications, key account management, strategic marketing; using consumer insights to drive compelling experiences. Conceptual thinker driving critical areas of product innovation to deliver the most effective innovative and leading-edge solutions. Adept at driving data-driven decisions and establishing effective frameworks, metrics, and strategies for both brand building and multi-channel marketing. Proven record of developing an analytics backbone, applying new working models for strategic planning, enabling a 360° approach for brands and handling budgets from £50k-£10M. Experience of building start-ups, crafting a global marketing strategy, developing digital agencies, apps, and digital brands from content through to platform and transformation. Develops an integrated, through-the-line, marketing communications package to support global and specific BU marketing and business objectives.

A significant achievement was launching Orange Wednesdays to attract and retain kids, youth, and family audiences. The most successful consumer and industry-first technically advanced campaign that ran for over 10 years; only consumer initiative that connected all the cinema film industry including major distributors like Warner Bros, Universal and Lucas Films. Digital creative strategist lecturer and mentor for Digital Design and Advertising degree students at School of Communication Arts London and at Ravensbourne College London developing the young creative talent to achieve digital excellence.

Possessing a flexible, 'hit the ground running' approach gained by working alongside premium and innovative brands and first-class agencies. I demonstrate the ability to translate business objectives with customer insights into engaging marketing strategies by building and leading successful teams while influencing stakeholders.

KEY COMPETENCIES

- ✓ Strategic thought leader contributing to the profitable top-line growth of the company.
- ✓ Demonstrated history of delivering brand creativity and defining great consumer experiences.
- ✓ Entrepreneurial, experienced in a start-up and corporate environment.
- ✓ Hands-on expertise and passion for communications, research and
- ✓ Direct experience in product innovation. design, technology within entertainment and fashion.
- ✓ Understands industry trends and their impact on business; responds to market and business changes that affect the project and business; monitor competition and its impact on the project and business.
- ✓ Ability to see the big picture and demonstrate leadership; create strong relationships, abide by commitments, and create business value.
- ✓ Proven instincts about user experience, design, and consumer needs.
- ✓ Strong critical thinker with a balance of creative and analytical skills.
- ✓ Excellent communication skills and ability to excel in a dynamic, intellectual, results-driven environment.

CAREER HISTORY

Adidas Germany

Nov 2017 – Present

A multinational corporation that designs and manufactures shoes, clothing, and accessories.

Global Director Digital Consumer Experience, Global, Germany

- Establish and develop a new global seasonal strategic marketing team, work closely with a diverse group of stakeholders
- Create strategic marketing plans Adidas.com e-commerce and digital touchpoints.
- Identify digital strategy opportunities to develop and expand the brand, create and operationalise change management process, be a change agent globally for the brand, new online positioning for the brand and each key Business Unit where my team acts as an in-house planning team.
- Co-create the digital journeys with all business units, e.g., Style; Originals, Kids, Football, Running, Training etc. for customer experience marketing within Digital Brand Commerce (DBC).

- Conceptualise and implement innovative marketing strategies with omni-channel teams to deliver commercial storytelling each season across 200+ omni-channel initiatives, product launches and campaign. Brand design development and creative campaign execution for GTM.
- Develop an E2E process across all omni-channel, brand and marketing functions to integrate digital planning.
- Adopt a digital-first transformative approach for the DBC and .com platform; create multiple engagements to drive brand visibility and improve sales.
- Investigate new methodologies, AI, VR, software, platforms, and best practice to deliver digital excellence.
- Introduced new planning methods; achieved an increase of 18% in online sales in the 1st year; drove >20% volume of sales within markets.

HogarthWW

Apr 2017 – Oct 2017

A WPP-owned global company that provides Marketing Implementation services.

Consultant Strategy & Planning, London/Geneva

- Developed digital strategy for new client acquisition for global Nestle Skin Care & Health category.
- Crafted a 360-degree digital marketing strategy to reach potential customers.
- Liaised with different stakeholders to enhance the Agencies' offering; delivered compelling category content experiences for consumers.
- Attracted 12% more traffic to the site with a digitally integrated cross-platform strategy.

DVO Agency

Nov 2016 – Mar 2017

Full service digital agency with a content and transformation focus

Director of Strategy & Planning, London

- Crafted platform and content strategy for Expedia, Kleinwort Benson and TUI travel brands. Launched eCommerce platform for a Russian Fashion Brand; rebrand, brand and content strategy for a wellbeing brand; new publishing content platform for National Literacy.
- Led the rebranding of DVO from a content agency to a full-service digital agency.
- Integrated a new brand strategy with the entrepreneurial agency ethos; implemented new processes and led change management initiatives.
- Catered to clients across Travel, Fashion, Utility, Broadcast, FS, Luxury Lifestyle.
- Served clients like Nicorette, Countrywide/Hamptons, Expedia, Tui Travel Group, Veolia, Paget & Coles, Kleinwort Benson, and National Literacy.
- A new business win success rate of 82% in year one driving incremental revenue of 37%YOY

AKQA

Aug 2016 – Nov 2016

A digital agency that specialises in creating digital services and products.

Consultant Director of Strategy, Amsterdam

- Created new global platform positioning for female TH consumers.
- Lead strategist on KLM and Tommy Hilfiger & Gigi Hadid collaboration.
- Analysed KLM B2B products, investigated and created proposition development for travel booking service platform, social and content engagement strategies.
- Both clients awarded extra projects to the agency post strategic delivery.

Quad Content & DVO Agency

Oct 2014 – Aug 2016

A digital agency that specialises in creating digital services and products.

Head of Strategy, London

- Created a new planning department; led the creative department to deliver digitally integrated product and innovative strategies.
- Led the creation of compelling brand stories to develop a digital presence.
- Understood the latest trends, product, content, CRM, UX/IA, social, SEO, and research; identified consumer insights that helped to influence interaction.
- Catered to clients across Travel, Fashion, Utility, Broadcast, FS, Luxury Lifestyle and Charities.
- **A new business win success rate of 27% in year one driving incremental revenue of 43%YOY**

Handmade Digital

Oct 2013 – Oct 2014

A digital agency that specialises in creating digital services and products.

Director Strategy & Planning, London/ Russia

- Won 4 new global accounts with B2C/B2B digital transformation strategies: BAT Russia, Switzerland and Korea, Lilly Pharmaceutical Oncology accumulative financial wins of \$5Mn.
- Catered to clients across Compliance, Pharma, Tobacco, Veterinary, Automotive, Alcohol, Travel and FMCG sector and B2C brands; Lilly Oncology, Louis Vuitton, Top Shop, Leaders in Sport, and L'Oréal.

- Developed new planning and creative team with ECD.
- Creative, strategic lead assisting clients in growing and sustaining a strong strategic vision linked to creative and tech solutions.
- Created multi-channel, multi-platform, multi-device strategies in a fast-developing consumer landscape; pioneered interactive innovations at the heart of consumer-centred approaches.
- Achieved business growth of 33% from new business wins.

Stratosplan Ltd

Oct 2011 – Oct 2013

Consumer and Brand Planning Consultancy

Digital Brand & Planning Consultant / Owner, London/Europe

- Created digital planning and UX/IA teams to deliver and support strategic output.
- **Launched new consumer reward credit card**; developed digital experience, propositions, and user app/products.
- **Developed multi-channel and digitally integrated strategies**, interactive experiences, social, content marketing, E-commerce and eCRM across multi-channel platforms.
- Involved in recruiting, coaching, developing and mentoring teams.
- Catered to the branding requirements of an online travel company; **earned revenue of £6 Mn.**
- Crafted strategies for:
 - o **E&Y**: Developed new segments eCRM and digitally integrated platform experiences.
 - o **Bacardi**: Digital strategy development with the focus on social media, content creation and calendar.
 - o **M&S**: Digital Strategy with a social commerce focus recommending Facebook, Mobile, Twitter and Pinterest.
 - o **House of Fraser**: Social content strategy driving traffic to a website from Twitter and Facebook.
 - o **Hunter Boots**: Facebook and iPhone app to engage new and segmented youth audiences.
- Clients served include, **Unilever, Barclaycard, Bacardi, BUPA, Ernst & Young, Hunter Boots, Jack Daniels, M&S, House of Fraser, Microsoft and Sky Cloud and Sheba Pet Food.**
- Increased engagement via editorial content with the most successful blog for Expedia; achieved an uplift in 20% of shared content.
- Devised a new digital strategy; launched the social and blog content; increased website traffic by 89% over 12 months for Kleinwort Benson.

Huge Inc.

Sept 2010 – Sept 2011

Full Service Digital Agency

Planning Director, NYC, London & Milan

- Helped launch and create London Hub by creating a digital communications planning team to enhance the brand presence within the UK digital landscape.
- Worked closely with Lowe and the US IPG group of agencies.
- Led user-centric communication strategies, NPD, user research, insight mining, social media, E-commerce across all digital devices.
- Won 3 global categories from Unilever's portfolio; grew their digital footprint throughout emerging markets with annual budget of up to \$6 - \$8Mn.
- Developed iPad application for Top Shop staff; increased sales by 7%.
- Developed digital across emerging markets, i.e., China, India, Russia, and LATAM, CEE, WEE, EMEA, AMET.
- Clients: Howie's, Unilever, GHD, CNN, BSkyB, BBC, Boots consulting on new business pitches.
- Developed social media strategies via iPad and iPhone apps for Top Shop, BBC, and Maybelline.

PREVIOUS EMPLOYMENT ENGAGEMENTS

- Planning Director, Digitas, London & Zurich Jul 2009 – Sep 2010
- Digital Planning Strategist, JWT, London Jul 2007 – June 2009
- Senior Planning Consultant, agency.com, London Mar 2005 – Jul 2007
- Senior Communication & Experience Planner, Orange, London Mar 2004 – Mar 2005
 - Winner of Orange Weds DMA award for Orange Wednesdays, one of the best-known mobile marketing campaigns; estimated use 14Mn times by Orange customers; achieved savings of £30Mn; resulted in 3Mn additional annual visits to UK cinema.
- Strategic Marketing and Planning Consultant, Various Agencies: Saatchi, Lida, M&C, Exposure, IPG/WPP
- Client Service Director, Beatwax Youth Communications, London
- Client Service Manager, Abbott Mead Vickers. BBDO, London

ACADEMIC QUALIFICATIONS

Psychology 2.1 Degree OU

Certifications / Training

- Communication, Advertising and Marketing (CAM) Certificate
- NLP Practitioner Level 2
- Symbolic Modelling and Coaching Advanced
- Google Analytics /TGI analytics platform training
- Executive Development Programme, UCL Business School
- Commercial, Workplace & Mediator, Birkbeck

- Digital Marketing, University College of London
- Advanced Jewellery design and production, CSM, London

OTHER SKILLS

IT Skills: MS Office Suite; Mac: Number, Pages and Keynotes,

References available upon request