



# Charlie Bagley

at

<https://www.linkedin.com/in/charliebagley/>

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## Summary

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## Experience

### Strategy Director at UNLIMITED Group

01/06/2022 - 01/02/2023

Head of social media and influencer marketing (comms), Nelson Bostock/Fever PR (UNLIMITED Group)

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Responsible for digital, social, and influencer comms strategy and growth across teams in multiple agency teams within

UNLIMITED's comms division, as well as operating at group level where required.

Work includes ensuring internal best practice, growth, and senior client counsel, nurturing opportunities with priority clients

including strategic digital, social, content production, campaign, and influencer services across Canon EMEA and UK (b2c, b2b, corporate, sustainability, influencer marketing), Amazon Business, Toshiba (global sustainability), Discovery+ (retained influencer partner), etc.

At the same time, working with the wider group and SLT to consolidate digital comms, insight, and content with a view to

establishing a centre of excellence designed to accelerate internal upskilling, and unlock new agency IP through closer operational

collaboration with other areas of the group including HUL (Human Understanding Labs) and CCH (installing and seconding creative teams and production as part of client businesses).

## **Head of Digital (UK) Digital and Innovation at Instinctif Partners**

**01/01/2020 - 01/03/2022**

Instinctif Partners -----

A member of the senior digital communications management team, I was directly responsible for achieving commercial and operational

growth of strategic, content-led digital and social business and services. My time was split between supporting internal and

external stakeholders from marketing through to C-suite; providing strategic digital, brand, and creative counsel to a portfolio of

international corporate, consumer, fin-tech, healthcare, and sustainability clients; while working with the wider agency, including

Content and Creative (production), Truth.ms (specialist insights), and regional digital teams to develop the resources, toolkit and

structure needed to extend the agency's digital services, strengthening group integration, and unlocking commercial potential.

## **Digital Director at**

**01/08/2016 - 01/01/2020**

Clarion Communications (WPP) -----

Leading the agency's social media, digital and content marketing business, managing a dedicated team as well as contributors

from other areas of the business and reporting directly into the MBM. Leading strategic digital relationships and counsel for several

key brands, work included strategic editorial content and influencer marketing strategy and campaign delivery for clients

including Hill's Pet Foods UK IE (Colgate Palmolive), ALDI, FORD, UNILEVER, and Dollar Shave Club, as well as playing a key role in the

agency's own digital transformation, new business, mentoring and training.

## **Global Social Media Manager at Contiki's Marketing Labs**

**01/07/2015 - 01/08/2016**

BSandT C/o Contiki Travel responsible for global strategic social planning, work focussed on strengthening -----

collaboration between the (9) global marketing teams, and the delivery of campaigns and creative partnerships (incl. Red Bull's Can You Make It adventure) designed to capture travellers' stories and experiences, making them active participants in the

brand's story, and fuelling discovery, endorsement and booking.

## **Digital and Social Media Director at Wicked Web**

**01/08/2013 - 01/07/2015**

Leading strategic client services and managing a team of content and community executives (social, SEO, web copywriting); work

focused on developing integrated social content and paid strategy for clients including Itsu and Wagamama.

## **at Freelance and FTC**

**01/06/2012 - 01/07/2013**

Freelance and FTC -----

Freelance and FTC digital, social, and content projects for clients including, Palmers, and Bosch, Siemens, and Booking.com

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## **Education**

### **Oxford Brookes University French**

A-levels, -

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## **Skills**

digital, social, Best Practice, Content Production, achieving com m, External Stakeholders, develop the resources, Editorials, Discovery, senior client counsel, retained influencer partner, counsel, Head of Digital (UK) Digital and Innovation, Digital Director

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## Keywords

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## Languages

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## Other candidate information that Vincere supports

*Add the wildcards to your template. Vincere will recognize and replace it with corresponding information.*

*(Notice: Please remove this section if you don't need it in your template)*

### General information

1. Candidate middle name ( )
2. Candidate preferred name ( )
3. Candidate first name in Kana ( )
4. Candidate last name in Kana ( )
5. Candidate date of birth ( )
6. Candidate Age ( )
7. Candidate Place of birth ( )
8. Candidate Citizenship ( )
9. Candidate Gender (Male)



10. Candidate Photo ( )
11. Candidate Primary Email (social.charlie.bagley@gmail.com)
12. Candidate Work Phone ( )
13. Candidate Primary Phone (+44 7803 147308)
14. Candidate Home Phone ( )
15. Candidate LinkedIn profile (<https://www.linkedin.com/in/charliebagley/>)
16. Candidate Current Address - Address ( )
17. Candidate Current Address - District ( )
18. Candidate Current Address – City/Town ( )
19. Candidate Current Address - State ( )
20. Candidate Current Address - Country ( )
21. Candidate Current Address - Zipcode ( )
22. Candidate Current Address - Name ( )

23. Candidate Availability for Work ()

24. Candidate Marital Status ()

25. Candidate TOEIC Score ()

26. Candidate IELTS Score ()

27. Candidate ID (63650)

28. Candidate Work History (UNLIMITED Group

2022-06-01 - 2023-02-01

Head of social media and influencer marketing (communications), Nelson Bostock/Fever PR (UNLIMITED Group) -----

Responsible for digital, social, and influencer communications strategy and growth across teams in multiple agency teams within

UNLIMITED's communications division, as well as operating at group level where required.

Work includes ensuring internal best practice, growth, and senior client counsel, nurturing opportunities with priority clients including strategic digital, social, content production, campaign, and influencer services across Canon EMEA and UK (b2c, b2b, corporate, sustainability, influencer marketing), Amazon Business, Toshiba (global sustainability), Discovery+ (retained influencer partner), etc.

At the same time, working with the wider group and SLT to consolidate digital communications, insight, and content with a view to

establishing a centre of excellence designed to accelerate internal upskilling, and unlock new agency IP through closer operational collaboration with other areas of the group including HUL (Human Understanding Labs) and CCH (installing and seconding creative teams and production as part of client businesses).

Instinctif Partners

Head of Digital (UK) Digital and Innovation

2020-01-01 - 2022-03-01

Instinctif Partners -----

As a member of the senior digital communications management team, I was directly responsible for achieving commercial and operational

growth of strategic, content-led digital and social business and services. My time was split between supporting internal and

external stakeholders from marketing through to C-suite; providing strategic digital, brand, and creative counsel to a portfolio of

international corporate, consumer, fin-tech, healthcare, and sustainability clients; while working with the wider agency, including Content and Creative (production), Truth.ms (specialist insights), and regional digital teams to develop the resources, toolkit and

structure needed to extend the agency's digital services, strengthening group integration, and unlocking commercial potential.

Digital Director

2016-08-01 - 2020-01-01

Clarion Communications (WPP) -----

Leading the agency's social media, digital and content marketing business, managing a dedicated team as well as contributors

from other areas of the business and reporting directly into the MBM. Leading strategic digital

relationships and counsel for several

key brands, work included strategic editorial content and influencer marketing strategy and campaign delivery for clients

including Hill's Pet Foods UK IE (Colgate Palmolive), ALDI, FORD, UNILEVER, and Dollar Shave Club, as well as playing a key role in the

agency's own digital transformation, new business, mentoring and training.

Contiki's Marketing Labs

Global Social Media Manager

2015-07-01 - 2016-08-01

BSandT C/o Contiki Travel responsible for global strategic social planning, work focussed on strengthening

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collaboration between the (9) global marketing teams, and the delivery of campaigns and creative partnerships (incl. Red Bull's

Can You Make It adventure) designed to capture travellers' stories and experiences, making them active participants in the

brand's story, and fuelling discovery, endorsement and booking.

Wicked Web

Digital and Social Media Director

2013-08-01 - 2015-07-01

Leading strategic client services and managing a team of content and community executives (social, SEO, web copywriting); work

focused on developing integrated social content and paid strategy for clients including Itsu and Wagamama.

Freelance and FTC

2012-06-01 - 2013-07-01

Freelance and FTC -----

Freelance and FTC digital, social, and content projects for clients including, Palmers, and Bosch, Siemens, and Booking.com)

29. Candidate Desired Salary (GBP £0.00)

30. Candidate Current Salary (GBP £0.00)

31. Candidate Contract Rate ( )

32. Candidate Notice Period (0)

33. Candidate Brief (Charlie Bagley has been working in the Marketing occupational sector for more than 11 years. In the last employment he was working at UNLIMITED Group. Charlie has an extensive management experience (9 years) with exposure to executive/middle management positions.

Since 2020-01, for a total duration of 27 months, this candidate had experience at an executive/middle management level working as a Head of Digital (UK) Digital and Innovation at Instinctif Partners.

Since 2016-08, for a total duration of 42 months, this candidate had experience at an executive/middle management level working as a Digital Director.

Since 2015-07, for a total duration of 14 months, this candidate had experience at a lower grade management level working as a Global Social Media Manager at Contiki's Marketing Labs.

Since 2013-08, for a total duration of 24 months, this candidate had experience at an executive/middle management level working as a Digital and Social Media Director at Wicked Web.)

34. Candidate LinkedIn resume ( )

35. Candidate Company name( )

36. Candidate Company number( )

37. Candidate Branch ( )

- 38. Candidate Desired Industry ()
- 39. Candidate Desired Sub Industry ()
- 40. Candidate Desired Function Expertise ()
- 41. Candidate Desired Sub Function Expertise ()

**NOTE:**

1. To fields of Education, because it's a dynamic field in Vincere and you can add as many education as you want in Candidate Profile, it's important to put the details inside a Loop to get all Education details of a candidate.

Education details that are supported in Resume Builder:

- a. Candidate Education Level (`${education.educationLevel}`)
- b. Candidate Education Summary (Oxford Brookes University French A-levels)
- c. Candidate Education Institution (`${education.institutionName}`)
- d. Candidate Education Course (`${education.course}`)
- e. Candidate Education Qualification (`${education.qualification}`)
- f. Candidate Education GPA (`${education.gpa}`)
- g. Candidate Education Honors (`${education.honors}`)
- h. Candidate Education Major (`${education.major}`)
- i. Candidate Education Grade (`${education.grade}`)

To use those wildcards, simply put them between an "Education.EducationStartLoop" and an "Education.EducationEndLoop"

Example:

Oxford Brookes University French

A-levels, -

2. Fields in Work History of candidate work in the same way as Education's fields.

You will have to put Work History details in between a "WorkHistory.WorkCompanyStartLoop" and a "WorkHistory.WorkCompanyEndLoop".

Work History details that are supported in Resume Builder:

- a. Candidate Job title (`${experience.jobTitle}`)
- b. Candidate Employer (`${experience.employer}`)
- c. Date range (`${experience.dateRange}`)
- d. Candidate experience at the company (`${experience.company}`)

**Recruiter information**

- 1. User location ()
- 2. User phone number ()
- 3. Resume submitted date (01/03/2023)
- 4. User company name (Wild Squirrel Recruitment)
- 5. User name ()
- 6. User email ()
- 7. Primary Brand Logo ()
- 8. Primary Brand Name ()

