

# Ewan Marsden

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## BIO

MSc Global Governance and Ethics graduate from UCL with work experience in strategic innovation consultancy, global insights agency, research, analysis, and programme support.

Passionate about business, society and culture, and the intersections between them.

## EDUCATION

### MSc Global Governance and Ethics, 2:1

University College London, UK  
2018-2019

- Thesis: The Rise of Authoritarianism in Cambodia 1993-2014: a Study of Statebuilding and Neo-patrimonialism

### BA International Relations, 2:1

School of Oriental & African Studies (SOAS), UK  
2015-2018

- Thesis: A Decolonised Perspective on Security in the Global Order: A Theoretical Reflection.

## LANGUAGES

- Native English
- Basic French

## WORK EXPERIENCE

### RESEARCH ANALYST INTERN

Firefish | London, UK | Sep 2022 - Dec 2022

- **Conducting interviews** with consumers to understand their values, beliefs, experiences, and perceptions to advise brands on transformative ways to strategise and implement insights
- **Strategic analysis** of qualitative and cultural research to understand social trends and wider consumer shifts affecting clients helping them gain strategic advantages
- **Writing and designing** strategic outputs for clients based on their goals and requirements in order to push boundaries and create ambitious work across four brand strategy projects

### ACCOUNT EXECUTIVE

Luminous | London, UK | Apr 2022 - Jul 2022

- **Working on design projects** for FTSE 100 clients from brief to delivery, responsible for relating our client's needs to the Creative and Production teams, overseeing and checking the work that is done and pushing projects to completion
- **Liaising with clients** and developing an understanding of their goals and requirements
- **Managing client relationships** and relaying information to project stakeholders. Keeping internal team and clients up to date with changes and project status

### STRATEGY INTERN

Gemic | Berlin, Germany | Nov 21 - Feb 2022

- **Conducting research:** desk research, literature review, and media scanning to identify the meaning and drivers behind human behaviors and cultural phenomena
- **Cultural analysis:** developing insights on trends and the evolution of cultural practices relevant to the client
- **Interviews:** conducting interviews with industry experts, career professionals, regulators, academics, and journalists
- **Competitor and peer analysis:** across brands and sectors to identify their business strategies.
- **Preparing and presenting deliverables:** weekly research updates and deliverables to present, research findings and strategic updates to the client in a goal oriented manner attuned to their brief

# SKILLS

## Courses

- Completed 'Python Programming: A Concise Introduction' on Wesleyan University Coursera

## Computing

- *General:* All Microsoft Office applications, Google Applications, Paprika, Notion, and Adobe Acrobat
- *Communications:* All social media channels, Webboutique, Canva, and Wordpress
- *Programming:* R-studio quantitative software, and beginners Python

## SOCIAL MEDIA SPECIALIST

[Huriah Hemp | London, UK | Jan - June 2021](#)

- **Audience engagement:** answering messages and comments, and engaging with influencers to promote the Huriah brand
- **Content creation:** designing, writing, scheduling and posting content on digital channels

## VOLUNTEER INTERN

[A2 Global Risk | London, UK | Jul - Dec 2020](#)

- **Wrote, edited and published** three country risk reports for clients on the A2 website on business, security and political risks
- **Research:** conducted open source research and lead generation to evaluate trends and forecast potential risks to businesses

## VOLUNTEER ANALYST

[Global Risk Insights | London, UK | Feb - July 2020](#)

- **Wrote, edited and published** monthly articles, to be published on their website, on the political economy of emerging markets with a regional focus on South Asia and Sub-Saharan Africa

## TEAM MEMBER

[ICWE Conferences| Liverpool & Geneva | Sep 2016 & Sep 2018](#)

- **Logistical support:** provided on-site coordination and logistical support
- **Client relations:** key point of contact for delegates from 90 countries to address queries, concerns, advice, etc. throughout the duration of the conferences
- **Events marketing:** on-site events marketing for future conferences

## STUDENT CONSULTANT

[180 Degrees | London, UK | Sep 2017 - Jun 2018](#)

- **Business Development:** provided feedback and implementation support of a new business model and strategy for a start-up social enterprise
- **Business strategies:** provided feedback and edits on business, communications, and fundraising strategies