

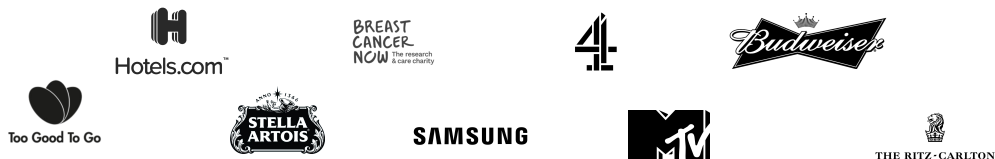
Myself

I fancy myself a bit of a writer, however when I hunted for something which felt like poetry but came with more praise and money, I found my place in strategy. I'm not ashamed to admit I craft my insights and decks like love poems - sometimes a little over zealous but always from the heart. And though I didn't get square eyes from watching too much TV, my thumbs are definitely going to pay the price for my social scrolling.

Interests & Achievements

- A qualified professional at talking about my emotions in cryptic ways, I'm a published poet - Volta: An Obscurity of Poets
- 'Tell me what you read and I'll tell you who you are' - I review books on Instagram, so I'm pretty much an open letter at this point.
- Winner of GOLD for the Best Travel Campaign and GOLD for Best Sport and Fitness Campaign at the Influencer Marketing Awards.
- Winner of Best Social Influencer Campaign at UK Social Media Awards.

Clients



Experience

Senior Social Strategist - BMB

Communications and strategy company helping clients maximise the human potential of their brands.

May 2022 - present

- **Research:** Organising and qualifying focus groups to gather insights straight from the horse's mouth. Trawling through the depths of the internet armed with an effective TikTok and Instagram saved system, as well as a library of bookmarks and TBR articles.
- **Social expertise:** Acting as the Yellow Pages for anything social. Working to close the gap between copy paste TV cut downs and OOH posters infiltrating feeds, versus well-thought-out content which has the same brand rigour as traditional channels.
- **Brand thinking:** Constantly asking what and why - from how to get more kids playing tennis for the LTA to encouraging Gen Z women to 'experience the water' for Nike Swim, I love unlocking the potential of perception change briefs.
- **Creative briefs:** Plating up insights and propositions to get the creative teams hungry to make something good.
- **Pitching:** Tag teaming with the CSO to write and present successful new business pitches - essentially practising my slam poetry.
- **Think pieces:** Studying the generations marketing won't leave alone. Our work isn't about making culture but reflecting it.

Lead Strategist, previously Strategist - Tailify

Influencer marketing agency using a blended approach of hard data with behavioural science.

May 2021 - May 2022

- **New Business:** Leading workshops and pitches. Strategic-lead responsible for making commercial targets and brand positioning work together, keeping clients and their bosses happy as well as my own.
- **Research:** Meddling with Google, GWI and social media to turn numbers into strategy stories about actual people.
- **Process:** Building and updating internal operations - making sure what was promised is delivered and challenging ways of working with agency growth in mind.
- **People:** Responsible for managing and nurturing juniors. Hopefully not passing on any bad habits and cultivating a strong team mentality. A big believer in constructive feedback but also in shouting well done.
- **Branding + Marketing:** Working with the marketing team on the agency's positioning and campaigns. Cutting the buzzwords to speak human.

Senior Account Executive / Strategist - the projects*, now known as New Moon.

Creative agency working with clients to deliver influencer, experiential and digital marketing campaigns.

December 2018 - May 2021

- **Strategy:** Interrogating cultural landscapes to find that quirky opportunity.
- **Thought Leadership:** Leading the agency's editorial output in line with our TOV. Talking all things internet from 'goblincore' to the rise of OnlyFans. As well as that latest influencer niche audiences can't get enough of.
- **Campaign Management:** Responsible for the end-to-end management of campaigns. Implementing timelines, working to budgets and handling third parties to ensure KPIs are met.
- **Account Management:** Wanting to know clients beyond their email signatures and titles, building account relationships while acting as their influencer marketing expert and source of industry intel.

Previous Roles

Content and Social Media Executive - Sierra Five

August 2018 - November 2018

Brand consultancy agency devising end-to-end brand delivery, digital marketing and strategy.

Commercial Sales & Partnership Marketing Assistant - uea|su|

June 2017 - August 2018

Non-profit organisation working to create and encourage purposeful student engagement.