

Craig Mather

Digital Creative Strategist

I help organisations create connected ideas that deliver that drive business metrics and change audience behaviour, by combining creativity, culture and digital data.

Employment History

Strategy Director: Fox & Hare - May 2020

Lead the development of comprehensive B2B strategy for Financial Services client, Willis Tower Watson; focussing specifically on LinkedIn, with a view to increasing time with brand and creating meaningful engagement through content development, data analysis and paid media planning.

Strategy Director: Mellor & Smith / 23Red - February 2020

Pitching for two separate clients at two separate agencies. The first for Proceive, a fertility treatment, which is to launch nationally, across all channels. The second, a behavioural change campaign on behalf of the police and National Rail, focussed primarily on digital and close proximity OOH. Both won.

Digital Content Director: ClubHouse - Nov 2010 - Jan 2020 2019)

Working with Adidas to help them launch a new product range across all digital channels in 2020. End to end planning, from a high level, construction of messaging hierarchies and content themes, to low level granular daily planning; including digital and social media recommendations.

Senior Creative Strategist: Anomaly Berlin - October 2019

Strategic lead on two global digital campaigns for Porsche, designed to help them to help launch two new cars in 2020. Based on sequential narratives and experiences that connected digital with physical, the campaign were designed to drive time with brand in new, meaningful ways.

Senior Strategist: AKQA - August 2019

Identified digital product recommendations for BP based on ethnographic, behavioural and cultural insights, from both a brand, UX and comms perspective. Worked within an integrated client and agency team, Product was primarily mobile, but also browser based and designed to automate car servicing.

Strategy Director: Toaster - September 2018 - May 2019 (Maternity cover)

Working as the lead strategist across London, San Francisco, Singapore and Delhi, I was responsible for leading projects for YouTube and Google; in both a B2B and B2C capacity across web, CRM and Social Media (LinkedIn). Also worked with Samsung to identify the future role of voice, within the home.

Media Planner: TCO London - June 2018

Created digital media activation strategy for Huck X Vans partnership across YouTube, Facebook, Instagram and SnapChat.

Senior Content Strategist: Sapient RazorFish - April - June 2018

Restructured content architecture of both Natwest and Royal Bank of Scotland digital ecosystems, based on user behaviours across mobile, web, CRM and social media (Facebook, YouTube, LinkedIn).

Senior Strategist: Maverick Advertising & Design - November 2017- February 2018

Defined the strategic approach for internal DHL app, including UX, content and data triggers. Also defined B2B social strategy for DHL, including LinkedIn, YouTube and own website.

Strategy Director: AnalogFolk - July 2017 - October 2017

Activated Sainsbury's Autumn, Halloween and flagship Christmas campaigns within digital, designed to prompt participation across Musical.ly (now TikTok), Spotify, Facebook and Instagram.

Employment History

Senior Strategist: We Are Social - June 2017 - July 2017

Produced connected ideas to launch the Samsung S8 at music UK Summer Music Festivals. Responsible for entire customer journey and lead creative concepts.

Senior Creative Strategist: Cult LDN - March 2017 - May 2017

Designed digital and social playbooks for fashion houses Barbour and Bally. Included channel, format and creative recommendations, backed by social insight.

Creative Strategist: Essence - November 2016 - January 2017

Created new Ad formats in partnership with YouTube to launch Google Home in the UK. Responsible for all insights and worked in partnership with developers to build.

Lead Strategist: Don't Panic - September 2017 - October 2017

Pitched to launch new financial comparison product. Built insights that led to creative brand development and on-going comms journeys.

Senior Strategist: Gyro- Jan 2016 - July 2016

Lead strategist across HP and Columbia Threadneedle, creating dynamic, data led user journeys designed to deepen engagement and increase frequency of interaction.

Strategy Director: Wunderman- November 2015 - December 2015

Developed digital audience growth strategies on behalf of the News UK for the Sun newspaper; designed to connect digital and physical readers / platforms.

Senior Digital Strategist: Vivid Brand - May 2015 - August 2015

Created in-store and online campaigns to drive sales of Jameson Whiskey. Worked directly with Amazon, Tesco and Sainsbury's to create creative formats and opportunities to take action.

Senior Strategist: Havas Work Club - March 2015- April 2015

Developed insights and creative proposition for the launch of Chivas Extra in the UK and Europe. Also produced associated content and digital media plan.

Senior Digital Communications Strategist: Blue State Digital - December 2014 - March 2015

Helped ideate, design and build the Google Digital Garage; with the intention of upskilling over 200,000 UK SME's. Now launched across Europe.

Planner: TMW - September 2014 - November 2014

Produced digital activations on behalf of Persil and Red Nose Day, designed to drive action and increase empathy with sequential stories and CTA's.

Social Media Strategist: The Social Practice - May 2014 - August 2014

Launched Virtu mobile phones across Europe with a multichannel content campaign. Also launched Hive on behalf of British Gas within the UK.

Social Media Manager: The Corner - February 2014- May 2014

Responsible for the strategy and activation behind London Pride's 'Made of London' campaign that connected digital and experiential to drive sampling.

Strategist: Brands 2 Life - December 2013 - February 2014

Developed CRM programs for EasyCar and Cisco, matching data with social profiles manually so to create proto-social-CRM campaigns.

Strategist: Ketchum - October 2013 - December 2013

Produced an interactive digital storytelling platform to mark 100 years of commercial flight on behalf of IATA>

Strategist: Sapient Nitro - April 2013 - September 2013

Helped launch Public Health England on behalf of the Conservative Government by producing an interactive digital health map of the UK, which allowed local residents to better dictate how money is spent within their village, town and City.

Marketing Manager: Hungry House - November 2012 - April 2013

Working out of Berlin, I was responsible for managing a team of 7 including PR, Design, Social Media, PPC, SEO and CRM.

PR and Social Media Manager: Powwownow- March 2011 - May 2012

Responsible for all PR and Social Media activity, designed to raise the profile of the company ahead of sale.

PR and Social Media Officer: Newham College of FE- October 2008 - February 2011

Built a department of 8 staff to create online and physical communities that connect pupils with the community and raises the profile of the college at large.

Staff Writer: MBC PR - January 2008 - October 2008

Sole writer on behalf of Madonna, REM, Rod Stewart, Russell Brand and Robert Plant; amongst others. Responsible for all official written words on behalf of the artist.

A&R: PureGroove Publishing, Warner Records - February 2005 - December 2007

Signing and releasing records with The Street, Plan B, Metronomy and The Mystery Jets.

Projects of Note

Jancro Records – Founder of vinyl record label, Jancro. Producing music between London, Kingston Jamaica and Los Angeles. @jancromusic

StudioAudience- Co-founder of StudioAudience, a VR agency that has worked with HRH Duchess of Cambridge, Abbey Road and major news publishers such as the Huffington Post and Russia Today. Currently working with Mr Porter, creating virtual interactive catwalks.

Total Refreshment Centre - Investor and silent partner of nationally recognised event space in Stoke Newington, London. Space includes recording studio, events space and artist studios. Responsible for brand partnerships, in addition to overall brand growth strategy.

References

Harvey Cossell

Head of Strategy, We Are Social

Harvey.cossell@wearesocial.net

Doug Baker

Head of Strategy, AnalogFolk

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