

# MARK BRIGHTON

## ABOUT ME

Hey, I'm Mark. A sports-mad, dog-loving planning director, who believes that uncommon thinking and distinctive creativity is the foundation for business success.

Besides collecting vintage NBA jerseys and hiking the Cotswolds, I'm passionate about delivering imaginative marketing strategies that set my clients and business apart. With an enthusiasm for behavioural science, research, and all things data, I aim to inspire creativity and deliver results in every project and team I'm a part of.

Across 10 years, both agency and client side, I've had the pleasure of working at the highest level. I've led a team of incredible strategists, collaborated with the best creative minds, and helped grow some formidable brands – even winning a few awards along the way. I'm now on the hunt for my next big adventure. A new challenge where I can put my skills and experience to good use, sharpen my strategic thinking, and hopefully leave the world in a slightly better place.

## EXPERIENCE

### TMW BUSINESS

#### Planning Director

June 2021 – Present

Promoted to a position on the agency management team while continuing to run point on an ever-expanding strategy team, plus being accountable for all B2B strategic output. Agency growth, employee satisfaction, and optimising processes became as much a part of my day-to-day as high-profile pitches and leading the creative strategy on my own accounts.

Led strategy on flagship campaigns and pitches such as:

- **Capita:** Little Voice
- **Alphabet:** Fleet Dreams
- **UKEF:** Behind UK Exporters

#### Planning Team Lead

December 2019 – June 2021

Asked to head up the TMWB strategy team, taking on direct line management of three planners. Positioned as the leading strategist in the agency, responsible for most new business opportunities and pitches.

Led strategy on award-winning campaigns such as:

- **Castrol:** Garage Swagger
- **Talentsoft (now Cegid):** HR Grumbles
- **Fujitsu:** Reimagine

#### Senior Planner

November 2018 – December 2019

Promoted to a senior member of the TMWB strategy team, my role expanded to include additional accountability and involvement in new business.

Led strategy on brand, channel and integrated campaigns such as:

- **Thomas International:** Thomas Knows
- **Fujitsu:** If Tech Could Talk
- **Fujitsu:** Same, but Different (Channel)

#### Planner

May 2017 – November 2018

Working within the strategy team at TMWB, my role focused on developing innovative creative strategies and comms plans for a variety of blue-chip tech clients.

Led strategy on integrated and ABM campaigns such as:

- **Microsoft:** Sleep Well, Dream Big & Built for Teamwork
- **Cybersource:** Masters of Balance
- **Kronos:** Remarkable Humans (ABM)

### AUTINO (NOW CUSTOMER LOUNGE, OWNED BY CASTROL)

#### Enterprise Marketing Manager

July 2016 – April 2017

Responsibilities included: Overall marketing strategy, business case development, audience research, competitor analysis, creative strategy, UI/UX optimisation, website and social media management, and asset creation.

#### Group Marketing Manager

June 2015 – July 2016

Responsibilities included: Integrated marketing strategy for holding group and subsidiary companies, overall accountability for brand development, corporate identity, product marketing, and comms strategy.

#### Digital Account Manager

February 2014 – June 2015

Responsibilities included: Client and stakeholder management, digital project strategy, content scheduling, agile web development planning, and budget administration.

#### Digital Content Executive / Content Creator

June 2013 – February 2014

Responsibilities included: Content writing, graphic & website design, email marketing build & distribution, CSS development, UX testing, analytics reporting, blog administration and organic social media management.



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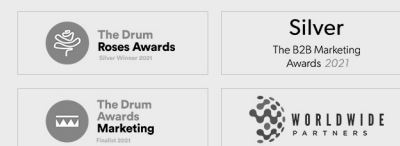


www.linkedin.com/in/mrktngbrighton/

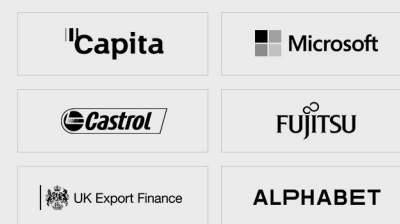
## SKILLS



## AWARDS



## HEADLINE CLIENTS



## EDUCATION

**Staffordshire University**  
2007 - 2010

Bachelor of Science (BSc.)

Multimedia Computing & Music Technology

Grade: 2:1

## PASSIONS

