

# JAMES HOGAN



## PROFILE



Wild Squirrel Recruitment

I have twenty-two years' sales and marketing experience acting as a strategic advisor to clients across a range of B2B and B2C marketing disciplines. I enjoy solving clients' problems and delivering real business solutions. I work well with ideas and concepts – thinking strategically and tactically. I thrive on interaction with smart people and in an environment of continual learning and innovation.

## STRENGTHS

- Strategic planning and consulting
- Market research and data analytics
- Creative ideation and development
- User experience planning and design
- Content planning and copywriting
- Campaign planning and delivery
- Task focus and goal orientation
- Workshop design and facilitation
- Technology and innovation
- Presentation and communication
- Thought-leadership and education
- Teamwork and collaboration

## JOURNEY

- |                                |                  |             |
|--------------------------------|------------------|-------------|
| ▪ Head of Planning             | Incisive Edge    | 2017 – 2019 |
| ▪ Strategic Client Consultant  | Transmission     | 2016 – 2017 |
| ▪ Client Solutions Director    | Kudan            | 2014 – 2015 |
| ▪ Client Development Director  | Y&R              | 2010 – 2013 |
| ▪ Client Director – Strategist | Radley Yeldar    | 2007 – 2009 |
| ▪ Associate Director           | Investis Digital | 2005 – 2007 |

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## EXPERIENCE

### Head of Planning

Responsible for delivering the strategic output of the agency focusing on buyer personas, customer journeys, competitive analysis, messaging platforms and campaign plans for high-growth B2B and B2C tech companies.

Incisive Edge

2017 – 2019

Tech B2B strategy, branding and marketing.

[Agency website](#)

### Strategic Client Consultant

Responsible for B2B strategy and ABM campaign planning – devising and running sales and marketing workshops – for tech clients Couchbase, Thunderhead and FireEye. One-year strategic consulting engagement.

Transmission

2016 – 2017

Data-driven B2B marketing and media.

[Agency website](#)

### Client Solutions Director

Responsible for evangelising mobile AR/ VR technology and creating exciting new immersive experiences for brands such as Ford and Bupa.

Kudan

2014 – 2015

Mobile technology, marketing and experiential.

[Client project](#)

### Client Development Director

Responsible for developing the strategic capability of the agency and growing B2B and B2C client business.

Y&R

2010 – 2013

Global digital marketing agency. Wunderman division.

[Agency website](#)

### Client Director – Strategist

Responsible for creating messaging and content strategies for FTSE350 clients across corporate communications and B2B marketing.

Radley Yeldar

2007 – 2009

Branding, design and digital engagement and campaigns.

[Agency website](#)

### Associate Director

Responsible for messaging and website strategy.

Investis Digital

2005 – 2007

Global communications.

[Agency website](#)

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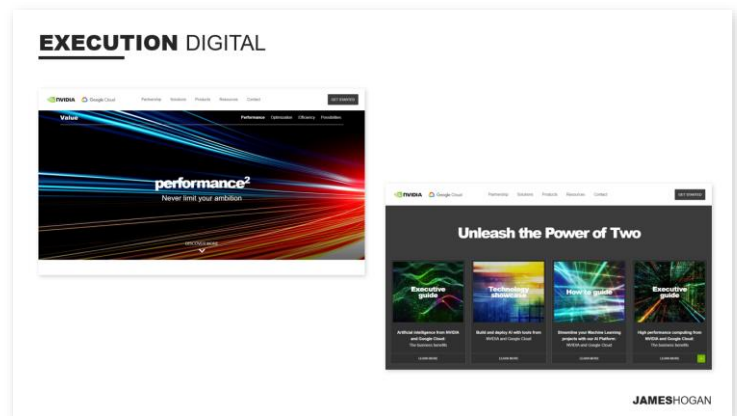
## PROJECTS

### Google

Developing a global campaign.

This project involved developing a campaign strategy, content framework and digital media activation plan for a \$1.4m global marketing programme for Google Cloud and their technology partner Nvidia.

- Strategy
- Digital
- Content
- Campaigns
- Channel
- Brand

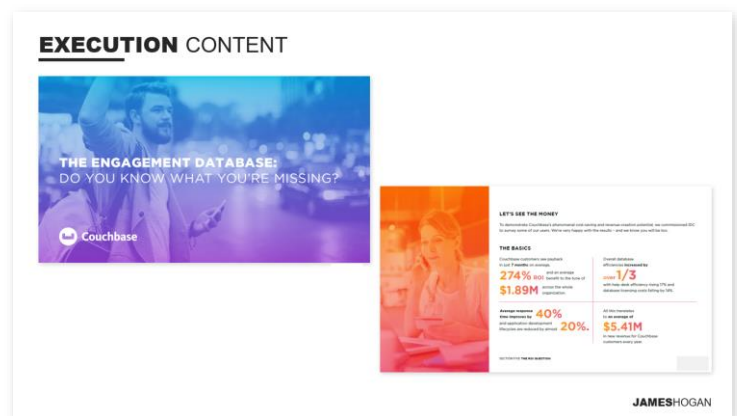


### Couchbase

Planning a data-driven campaign.

This project involved planning and facilitating a series of client workshops with sales and marketing teams to develop buyer personas, customer journeys, value propositions, content plans and a European campaign strategy.

- Strategy
- Campaigns
- Content
- Best use of customer insight
- Case study



### FTQ360

Generating high-quality leads.

This project involved a strategic marketing audit followed by the creation of a new value proposition, messaging platform, website architecture, content plans and an integrated campaign strategy for North America.

- Brand
- Strategy
- Digital
- Content
- Campaigns
- Experiential

