



Danny Roca

CAREER AND ACHIEVEMENTS TO DATE:

Jan 2020 – present: The Marketing Practice (previously Omobono) – Strategy Director

Clients: Thomson Reuters, Capita, YouGov, Sonova Group, Avalara, DocProcess, SAP, Accenture, Jones Lang LaSalle, PROS, West Monroe, ThoughtWorks, Meta, Form 3, Olam, Euromoney, Salesforce, Azelis, FactSet, JATO, Moody's

- Developed brand strategy, tone of voice, messaging and brand guidelines for YouGov's brand refresh.
- Ran focus groups, stakeholder interviews and surveys to develop customer experience recommendations for Sonova Group, including content strategy, social media guidelines and governance, sales enablement materials, channel planning and business case for sales calculator (reducing 22,000 staff hours a year and an average sunk cost of £850k).
- Launched Thomson Reuters, repositioning the organization as a solutions partner and updating sales outbound processes resulting in 140% of lead target achieved during campaign period generating \$1.4m+ potential pipeline value.
- Led and developed presentations for new business and chemistry meetings, converting 8 opportunities.
- Develop skills and capabilities matrix to help track strategy team's personal and professional development and provided mentoring to the team.
- Balanced resourcing and hiring ensuring team worked at capacity and at profit.
- Fed into account growth planning initiatives and financial forecasting.
- Revised strategic approaches and frameworks.
- Implemented new briefing and scoping processes.
- Mediated with other department leads to address tensions and implement any changes to help improve quality of output.
- Developed Employee Value Proposition processes and led initiatives and delivered programmes of work for ThoughtWorks and The Marketing Practice.

April 2016 – Dec 2019: Freelance Planning Director

Recipe, Isobel, Oliver, LEWIS, Movement Digital, Seven C3, Epiphany

Clients: Euler Hermes, Barclays Partner Finance, Barclaycard B2B, Clyde & Co, Pinsent Masons, Amcor, Gala Bingo, David Lloyd, Brewdog, MAOAM, Birds Eye, Energizer, Konami, Macmillan Cancer Support, Porcelanosa Group

- Developed brand strategy, identity and values for Pinsent Mason, including internal global launch and employee engagement and change management programme.
- Ran repositioning workshops and oversaw lifecycle management including comms strategy, acquisition campaigns, onboarding and in-life messaging platforms targeting small to medium businesses for Barclaycard.
- Held stakeholder interviews to scope and, brief and manage training collateral and sales enablement tools.
- Led and developed presentations for new business and chemistry meetings, converting £1m revenue within the first year.
- Introduced reporting and project scoping best practices to help run digital projects effectively and to optimise and react to digital projects to improve customer experience.
- Determined digital strategy and workstreams for clients including content planning, blogger outreach, eCRM, loyalty, community management and digital transformation projects.

- Developed forecasting targets to feed into over-arching company budget based on digital maturity model to help build accounts.
- Introduced training programme for account management on strategic client management, revenue forecasting and objective setting.

June 2014 – April 2016: McCANN Enterprise – Head of Digital Strategy

Clients: EE, Tata Communications, Jones Lang LaSalle, Cigna Insurance Services, Zurich, Dubai Expo 2020, Purina, Clic Sargent, Nespresso, Tenneco, Dorchester Collection, Celebrity Speakers Association, WorldVision, State Street, SABIC, Venture Founders

- Developed cross-channel strategies for winning pitches on Nespresso, Purina Digital Roster, Dorchester Collection, Tenneco and Celebrity Speakers Association.
- Partnering with CEO and Head of Planning to establish McCANN Enterprise's digital offering, and roadmapping client opportunities for Enterprise and with sister agencies in McCANN group.
- Sat on company board advising and addressing hiring process, culture, new business submissions and operational issues.
- Determined digital strategy for pan-European campaigns for Purina clients and developed toolkits and onboarding programmes for local markets advising on media budget spend contributing to 200% organic revenue growth on Purina accounts.
- Building digital department from 2 full-time members to a 8-strong team within six months, while maintaining profit margins through building new digital opportunities with established clients.
- Maximised online conversion for EE through development of effective customer journeys, sales processes and lead nurturing programmes.
- Identified and managed third party content development and seeding partners for clients and maintaining strategic oversight to ensure all work delivered towards final objectives.
- Strategic input and overview of all project briefs.
- Led workshops on user personas, channel touchpoint optimization, content strategy and brand expression for internal teams and clients.

Oct 2012 – May 2014: Freelance

Clients: Paper, Digital Annexe, Pancentric, L'Oreal, Somewhat

- Scoping and project management of French Connection's #CANTHELPMYSELFIE campaign.
- Represented agency at industry talks and generated new business leads through networking events, cold-calling partners, researching innovation funds and at hack days.
- Lead pitch teams on BBC, Manchester United, Queens Theatre, Leeds County Council and Chupa Chups.
- Developed global tone of voice for One For The Boys cancer awareness campaigns.
- Managed stakeholders on UX proposals resulting in IA projects at a value of £450K.
- Researched emerging technologies and applied to briefs, pitch work and trends decks for clients.
- Led workshops on app development and mobile and tablet usage resulting in £480K of investment from Mercedes-Benz UK.
- Strategic development of company marketing activity including social media content plans, identifying preferred partners, events and award submissions.
- Introduced training programme for account management on strategic client management, revenue forecasting and objective setting.
- Scoped, managed and delivered social media programmes for Redken increasing Facebook fans by 300% and improving engagement levels by 85%.

Mar 2011 – Sept 2012: VML – Senior Account Manager

Clients: Microsoft CMG, Xbox, Bombay Sapphire, Dewar's, John West, SAP

- Managed weekly client meetings, handled briefings and delegated workload across team of four Account Managers
- Handled 1-2-1 reviews, set objectives and reported reviews into Senior Management.
- Developed ARM plans and negotiated retainer proposals.
- Financial analysis, revenue projections and staff utility reporting.
- Developed and presented proposals with planning and media agencies to grow revenue streams.
- Developed competitor reviews to identify positioning and inform future briefings.
- Optimised working processes and developed content management process for social media workstreams.
- Developed proposals for eCRM and Member Get Member programmes.
- Scoped, managed and delivered cross-platform activity.
 - Dewar's Hub, an interactive digital installation for Dewar's at TED2012, and supporting social media campaign
 - Rebranding of john-west.co.uk
 - Redesign of bombaysapphire.com
 - Revised email templates and best practise guidelines for Xbox eCRM programme
- Organised training programme with senior management and HR and developed CPD Review securing IPA accreditation.

Oct 2008 – Feb 2011: Chemistry Group – Digital Account Manager

Clients: Orange

- Mentored account management team on digital projects and processes.
- Worked with planning and media agencies to develop proposals worth £200K in revenue.
 - Smartphone comparison site
 - Facebook application recommending phones according to demographic information within profile.
 - Multivariate landing pages based on search criteria.
- Developed testing programme to improve efficiencies of online advertising.
- Developed content matrix and report analysis for eCRM programmes.
- Developed and presented proposals with planning and media agencies on establishing presence within social networks.

Sept 2007 – Oct 2008: DLKW – Digital Account Manager

Clients: BAA, Burger King, Dollond & Aitchison, Vauxhall, Vauxhall Retail

- Management, delivery and reporting of pan-European forum, acquisition campaign, vouchering system and video content for Burger King.
- Management of redesigns of websites for Gatwick, Aberdeen and Southampton airports for BAA.
- Management and deployment of cross-platform web applications My Journey and Flying Messenger including synchronisation with SMS vouchering and WorldPoints eCRM programme.
- Development and win of pitch for email deployment to be managed in-house at DLKW.
- Strategy, management and development of WorldPoints eCRM programme, including implementation of testing plans and data cleansing strategy.

Nov 2005 – Sept 2007: Account Manager

Clients: intune, Times Online, M&G, Swatch UK, Sony Pictures Digital, National Bingo, Warner Brothers, Camron PR, Rich Mix

- Translated client briefs and scoped projects to deliver within budget and timescales.
 - Rich media campaigns for Times Online and M&G
 - Rebranding of intunegroup.co.uk, eCRM programme and online advertising.
 - Cross-platform campaign using mobile activation and social media.
- Researched market and competitor activity to track trends and contribute to strategic analysis.
- Worked closely with AD on campaign pitches, budget breakdowns, timing plans and critical paths.