

Daniel John Wagstaff BAINES

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Date of Birth: 24/06/1993

Nationality: British

I am a strategist who wants to propel start-ups, smaller agencies and challenger brands to punch above their weight, through effective work that has a tangible impact. I take pride in my desire to understand real people's behaviours, emotions, and motivations, whilst always ensuring the complex is transformed into something simple and actionable. Good strategy is not about being the most intellectual, it is about building solid foundations and crafting a story that will inspire creatives and convince stakeholders on the direction. I always want my strategy to live beyond ppt slides or toolkits to have a real-world impact.

Relevant Experience

-Freelance

December 2023 - Present	Founder/Brand Strategist @ DB Strategy, London	Clients: Hidden Fruits
	<ul style="list-style-type: none">Workshopping foundational brand strategy that guides creative development of a brand-new luxury dessert business	
March 2023 - Present	Senior Strategist @ Evolve, Oxford	Clients: Mafic, Insightful Technology
	<ul style="list-style-type: none">Transforming jargon heavy tech start-ups into brands that answer real human problems, to secure new clients and investment	
February 2023 - December 2023	Senior Strategist @ Live & Breathe, London	Clients: Pulze (EU)
	<ul style="list-style-type: none">Paying the bills through a slower 2023, launching new tobacco products across Europe in a complex regulatory environment	
July 2022 - January 2023	Senior Strategist @ The Midnight Club, London	Clients: Arsenal FC, adidas Football, adidas Sportswear
	<ul style="list-style-type: none">Showing Gooners that 'Arsenal just gets it' with the clubs first ever TOV guidelines, uniting everything from social to the managerCrafting the 'be niche or nothing' principles that propel standout adidas football kit launches across Europe's elite clubs	

March 2022 – September 2022	Senior Strategist @ Brave, London	Clients: Betfred (Global), LEGO (EU)
	<ul style="list-style-type: none"> Stirring gamblers and sports fans to take on Fred for greater rewards, to make Betfred relevant again in an evolving market Challenging parents unconscious bias towards their daughters play in LEGO's first ever major sporting event sponsorship 	

January 2022 – March 2022	Senior Strategist @ Codec, London	Clients: adidas (Global), AB InBev (SA),
	<ul style="list-style-type: none"> Using AI to deliver in-depth audience insight and segmentation to inspire marketing, product development and business direction 	

August 2021 – January 2022	Senior Strategist @ Above & Beyond, London	Clients: AVON (Global), Pure Electric (EU)
	<ul style="list-style-type: none"> Showing European city dwellers how Pure Electric maximises urban life, through a standout brand platform and visual identity Evolving four(!) brand platforms in less than a decade into one simple and actionable global brand for AVON 	

-Permanent

January 2019 – June 2020	Senior Strategist @ Saatchi & Saatchi, London	Clients: Betway (Global), HSBC (Global), GSK (Global)
	<ul style="list-style-type: none"> Launching the Hunch, the instinct we all need to combat the world of differing opinions that surround sports and gambling, enabling Betway to fight against much larger established competition Getting deep into the life experiences that matter to ultra-high-net-worth individuals, to overhaul HSBC's exclusive members offering Standing out at COP26 with a first of its kind self-purifying 'Air Bubble' playground to bring the Otrivin brand promise to life 	

June 2017 – December 2018	Strategist @ WCRS, London	Clients: NOWTV, Green Flag, Hasbro (EU), RAF, Churchill
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May 2015 – June 2017	Data Planner/Digital Strategist @ DF LDN, London	Clients: Amazon Fashion (EU), Nestlé Purina (EU), Next, Unilever.
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Other Experience

September 2023 - Present	Foundation Course in Integrative Psychotherapy and Counselling @ The Minster Centre, London	
September 2011 – July 2014	BA Hons. History 2.1 (Dissertation: 1st) @ The University of Leeds, Leeds	