

Charlie Pearce

Junior Brand Strategist

Relevant experience



Fox Agency - Integrated B2B Agency

Junior Strategist

September 2022 - June 2023

- Supported strategy development for clients & new business opportunities
- Assisted market research through workshops & stakeholder interviews, collating & presenting the findings
- Conducted desk research through a variety of tools & data sources
- Used narrative to simply present insights & strategic recommendations
- Developed creative briefs
- Constructed competitor reviews
- Clients included Delphi Technologies, Sony, IMI, Brother, Tesa, Alcatel-Lucent Enterprise, Bearing Point US, Arcwide, Nimi, Fellowes



Bidnamic - B2B SaaS Platform

Enterprise Growth Strategist & Pod Leader

January 2022-August 2022

- Enterprise Sales Strategy & Management of assigned sales executives' development & targets

US Growth Strategist & Team Lead

June 2021-January 2022

- US Sales Strategy & Supervision of US team

Contact Details

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Relevant Skills

- Communication
- Qualitative research
- Desk research
- Creativity
- Storytelling
- Presentation
- Deck-building
- Brief writing

Education

- BA 2:1 in History at the University of Leeds in 2019
- A Levels: 3 As In History, Economics & Politics

Personal Interests

- Reading
- Fashion
- Fitness
- Pop culture
- Psychology
- Sports
- Cooking
- Music
- Film