



Jamie Barnett

CREATIVE STRATEGIST

CONTACT

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EDUCATION

MBA - Marketing and Brand Strategy

San Francisco State University,
San Francisco, CA - 2011

BS - Graphic Design & Psychology

Syracuse University
Syracuse, NY 2000-2004

CAREER HIGHS

Led the strategy on two DMA
Award Winning Campaigns (2020)
for RAPP UK

Acted as the Head of Brand
Strategy for one the UK's most
iconic brands - itsu - delivering
their first ever ATL campaign

Reinvented key shopper
marketing materials for high-
end, considered purchases at
Pottery Barn, which included a re-
examination of the Design Studio
physical store layout

PROFILE

I possess a truly unique background in integrated marketing, brand management, design and creative strategy. My passion for brands, the worlds that they live in and the consumer behaviour that shapes their evolution is unmatched. My blend of agency and client-side experience allows me to approach problem-solving from all angles and I'm told my energy and enthusiasm for this sector is both contagious and unrivalled.

PROFESSIONAL EXPERIENCE

Associate Strategy Director

(previous title also held: Senior Strategist)

RAPP UK / London / July 2019 - June 2023

- Act as the lead strategic planning role on retained clients including Mercedes-Benz Global, PayPal, Virgin Media, OVO Energy and Post Office – developing and delivering transformative customer experiences that reflect the nature of the respective clients' business.
- Lead Customer Journey (Affinity Loop) workshops with the client to deliver effective and relevant communication strategies across engagement, acquisition and loyalty objectives.
- Continually focus on obtaining commercial outcomes for clients and actively driving growth opportunities, with an awareness of commercial growth and revenue opportunities for RAPP and our respective agency partners.
- Work cross-functionally with our Creative and Client Leadership teams as well as our Data-Science team and partner agencies, to deliver fully integrated and comprehensive TTL campaigns across the client base.
- Continually prioritise developing my strategic skill set by attending workshops on insight tools and methodologies to confidently recommend the right technique(s) internally and externally.
- Work continually to develop meaningful relationships with senior clients to ensure long-term collaborative working processes.

KEY ACHIEVEMENTS INCLUDE

Being the strategic lead on the following 2020 DMA award wins:

- Gold – B2C – 'A little win for Data drive empathy'
- Silver –Retail and e-Commerce – 'A little win for Data drive empathy'

Co-led strategy with RAPP's Global CSO PayPal 'Let's Make it Better video which was listed as a Top 10 ad for YouTube's Q2 Leader board and was highly celebrated by key global PayPal clients.

SKILLS & MORE

Experience working across the following sectors: FinTech, Automotive, Telecomms, Food Retail, Luxury Retail, Restricted Products (BAT & Alcohol) and FMCG.

Experience working within CRM, Experiential, BTL, ATL and TTL agencies and client-side both in the UK and the USA.

Extensive 10-year+ fine arts training (painting, drawing, sculpture & photography).

Experience in both management and mentorship - both which I truly enjoy.

Curious by nature - people and trends fascinate me.

INTERESTS



Family



Painting



Travelling

MY CAREER IN A QUOTE

'What I do have are a very particular set of skills, skills I have acquired over a very long career. Skills that make me an asset for people like you.' - Liam Neeson as Bryan Mills (kind of)

RANDOM FACT

I don't know how to ride a bike but have my driver's license in two different countries.

EXPERIENCE CONTINUED

Senior Marketing Manager

AA Cars (Part of The AA) / London / February - June 2019

- Led the development of the AA Cars brand and marketing strategies - ensuring that all brand related executions were aligned with the brand proposition ladder up to the marketing initiatives of parent company - The AA.
- Created long and short-term marketing strategies per key business objectives and metrics - demonstrating tangible uplift in both unprompted brand awareness and actual sales conversion.
- Led the optimisation of all messaging and product propositions across all media channels - working closely with the Senior Digital Marketing Manager and The AA Group Marketing Team to ensure synergy and alignment.
- Managed the relationships and budgets with all external agencies and oversaw the execution of all brand campaigns - ATL, BTL and TTL, including the commission and implementation of qualitative research studies.

Senior Strategic Planner

MRM // McCANN / London / October 2017 - February 2019

- Acted as the lead strategic planning role on retained clients including Vauxhall and OnStar - developing and delivering the communication, engagement and loyalty strategies that motivated customers and drove business objectives.
- Got under the skin of the clients' businesses - understanding their respective category, culture, consumer, company and connections - developing insights and behavioural truths as a result.
- Worked cross-functionally with the MRM Client Services, Creative, Project Management, Data and Technology teams (as well as across the MWG organisation) in order to create and deliver multi-channel solutions that worked to client budgets, regional specifications, brand guidelines and other key requirements and specifications.
- Wrote compelling and motivating creative briefs for the Creative team as well as worked to ensure that the delivery of the creative work was on-brand and could be implemented in a way that best suited the client and customer need at hand.
- Ensured the effective and efficient delivery of campaigns, CRM programmes, communication plans, customer journeys and content plans using relevant research, analytics and industry insights.
- Facilitated and ran strategy-focused workshops for clients with the objectives of identifying new opportunities to improve business KPIs.
- Acted as the strategic lead on agency-wide pitches and supported inter-agency initiatives on an on-going basis.

EXPERIENCE CONTINUED

Senior Marketing Manager (Head of Brand Marketing)

itsu Ltd. / London / May 2016 - October 2017

- Was responsible for all brand management communications - working to develop, define and execute all marketing strategies for in-store, ATL, digital, PR and social media channels in partnership with itsu's founder - Julian Metcalfe - the brand's creative catalyst.
- Protected the brand's established identity whilst working cross-functionally with internal and external business partners - defining communication approaches for product launches, store and region specific challenges and other PR/media related topics as well as the continual improvement of existing marketing materials and evolving brand guidelines.
- Directed and oversaw the execution of all brand communication strategies for new store openings, brand partnerships (Volleyball England Beach Tour), charity partnerships (The Pink Ribbon Foundation and Orchid), property partnerships (London Heathrow, Bicester Village, Westfield, etc.) and cross-functional work with the itsu Grocery division across all brand relevant channels (in-store, digital, social, etc.).
- Oversaw the design, creation and execution of all brand related packaging from conception to launch, in partnership with external suppliers and the Commercial, Marketing and Supply Chain departments.
- Helped support the innovation and creation of current and future loyalty and customer retention strategies, providing implementation guidance for all relevant communication channels.
- Led the Brand Marketing Team in the delivery of all print and digital assets as well as oversee and art direct all brand related photo and video shoots.

KEY ACHIEVEMENTS INCLUDE

- Headed up the successful launch of the new itsu website (April 2017) <https://www.itsu.com>
- Delivered itsu's first ever ATL tube campaign (featured across the London Underground).
- Oversaw the multi-channel activation of over ten new product and seasonal launches.
- Oversaw and helped implement the opening of itsu's Heathrow T5 location

May 2011- May 2016 (the hop across the pond)

After moving from America to the UK in May 2011, I utilised the challenge of having to secure work visas to also determine what part of the industry brought me the most joy. A journey that took me from Creative (Visual Merchandising at WSI) to Account Management and then finally to my passion for Creative Strategy and Brand Planning also provided me with the opportunity to enrich my skillset across the following sectors and clients:

- Geometry Global - Senior Hybrid Planner - BAT (Restricted Product Marketing - Brand Positioning and Comms Planning)
- Design Bridge - Brand Communications Strategist - KFC, Lipton (Brand Strategy and Comms Planning)
- Evidently - Senior Account Manager - Production Agency - Unilever & AIMIA (integrated content and TVCs)
- Underwired - Senior Planner - Travelodge, Virgin Active, P&G, Halfords, Greggs and ESPN (CRM and Content Planning)
- Whynot! (Brand Promotions Team) - Senior Account Manager - Experiential Marketing - Heineken UK & Iceland Foods

Assistant Graphics Manager (Visual Merchandising Department)

(previous title also held: Graphic Coordinator and Shopper Marketing Specialist / Graphic Designer)

Pottery Barn (Williams-Sonoma, Inc.) San Francisco, CA / September 2005 - May 2011

- Managed the creation of in-store shopper marketing from concept to delivery for the Pottery Barn brand.
- Effectively streamlined important product-related customer facing shopper marketing, which in turn reduced costs and increased demand and related sales.