



## Wild Squirrel Recruitment

**Fiona Greggains Perks**

- Significant experience and expertise in developing digital first brand and communication strategies
- Particular expertise in delivering brand experiences through multiple on and offline channels, with particular focus on online
- Specific expertise in the development of acquisition and retention programmes across a range of digital platforms and technology partners
- Significant experience in fashion, ecommerce, retail, FMCG and service marketing (utilities, entertainment and financial services)

### **August 2020 – now: Freelance Strategy Director at The&Partnership (agency)**

Strategy Director working with Mars Petcare to launch James Wellbeloved (dog food) and Perfect Fit (cat and dog food) as Direct to Consumer brands across Europe (Germany, France and UK most specifically).

### **December 2018 – April 2020: Interim Global Head of Customer Marketing, Boden (client side)**

Responsible for customer programmes that generated £120m/year for Boden through digital communications

Delivery of Boden brand and core Joy promise at every touchpoint

Development of customer-centric programmes, primarily using email, owned and paid social to build and retain value

Delivering relevance (and therefore value) through product selection, offer strategy, timing, frequency and content mix

Building extensive suite of on and offline trigger and automated programmes to focus on specific customer behaviours

Partnered with in-house creative department

Managing team of 10 and working across 7 markets including UK, US and DE

Working with a range of external partners to develop the programmes

### **October – December 2018: Freelance Planning Director, We are Alexander (agency)**

Integrated Comms Planning for launch of Swiss owned FMCG brands in Japan

**December 2017 – July 2018: Freelance Planning Director, Barclaycard (client side)**

Lead planning across 2 major customer programmes:

Digital only launch of Barclaycard Entertainment (cheaper tickets for events): multi channel strategy including segmentation development, customer experience planning, customer journey mapping, app development and use of new MarTech capabilities.

Preparation for introduction of PSD2: new payment regulations affecting every one of Barclaycard's customers. Developed a 15 month, multi-channel CRM programme.

**September 2017 – November 2017: Freelance FMCG Strategy Director MullenLowe (agency)**

Strategy Director on Persil Global, bringing Dirt is Life to good across multiple customer touchpoints and customer journeys.

**April 2017 – August 2017: Freelance Strategy Director, FCBInferno (agency)**

Development of integrated comms strategy to relaunch Sky Sports to existing customers

**January 2014 to April 2017: Freelance Strategy Director - Ella's Kitchen at Havas London (agency)**

Developed digitally lead acquisition, growth and retention programmes for Ella's Kitchen which drove quarter-by-quarter sales increase every quarter over 3 year period I worked with the brand

Developed customer journeys and programmes for UK and US markets

Programme primarily used email, plus paid search, social content and paid media to acquire, reach and build loyalty amongst baby food buyers

Programme we developed won Small Budget IPA Effectiveness Award and a Silver IPA Effectiveness award in October 2018

**Worked on the following consultancy projects in 2014 – 2017 as independent:**

- Multi channel communications strategy to launch of bPay, Barclaycard's wearable product to existing Barclaycard customers
- Loyalty programme development: developed model for digital loyalty proposition for McDonald's UK
- CRM programme development with Dorset Cereals: maintaining and build use among its customer base using website, email, social content

- On-going relationship with Associated British Foods developing integrated CRM programmes for brands including Jordan's Cereal, Ryvita, Dorset Cereals, Kingsmill, Twinings Tea
- Content strategy development with BakingMad.com (baking portal owned by SilverSpoon) to define their audience, opportunity for portal to deliver value to the business and their growth strategy

### **November 2012-October 2013 Interim Strategy Director – Barclaycard (client)**

Lead the awareness, content and CRM planning for the launch of Barclaycard's Reward based credit card.

2010 – 2012: worked on projects with Tesco, Waitrose, John Lewis, AT&T, Royal Mail, A Plan insurance and Coutts Wealth Management

### **October 2007 – January 2011**

#### **Head of Planning, Forward Publishing**

Lead planning for the agency's Tesco, B&Q and Standard Life business as well as leading all new business pitches.

### **May 2006 – December 2006 (left to have career break to have son)**

#### **Marketing Services Planning Director, TeamHSBC, JWT/rmg**

Worked in the Global Brand Team, responsible for delivering the brand in non-traditional media including CRM, digital, branch, and print.

### **December 2003-May 2006**

#### **Regional Planning Director, EMEA and Asia-Pacific, Leo Burnett/Arc Worldwide**

Lead planner for new business and business development for Arc across first EMEA and then Asia-Pacific, as well as working across range of P&G brands,

### **September 1997-December 2003**

#### **Planning Director, Proximity London**

I led the planning for, and subsequently worked on, the successful BBC TV Licensing pitch, and worked on the CRM business for Volkswagen, Sainsbury's, Pedigree Masterfoods and Barclaycard.

### **Educational Background**

Keble College Oxford Modern History, Academic Scholar

Westminster School: History, English, Economics A levels

St Paul's Girls School