



Stephanie Ressort | Strategist

Core Skills

- Strategic planning (brand, creative & media) Consultancy for marketing teams
- Campaign Evaluation Client servicing
- Workshop design and facilitation Writing
- Content adaptation and creation (copy) Brand identity and positioning strategy
- Geeking out about Behavioural Economics Integrated communications planning
- Behaviour change campaigns Brand campaigns
- Performance-led campaigns Fluent spoken French

Employment History

April 2016 to date **Stephanie Ressort Consulting** Freelance Strategic Consultant

Playing to my skills (curiosity, adaptability and the ability to get on with things), I have a strong track record as a versatile and reliable freelancer. I have worked with media and creative agencies that include Yonder, m/Six, Havas, Zenith, and I most recently did a 10-month FTC at McCann London, as Planning Director on Dettol (Sept 2020 – June 2021).

I have been a member of the **Hoxby Collective** since April 2019, where I've worked on projects for Etsy and Lil-lets.

In addition to traditional planning roles, I've designed and facilitated workshops, worked with ID Comms as a consultant (for clients including Sky), and I've researched & written content for a "sexual harassment in the workplace" training course.

Oct 2013 – Apr 2016 **PHD Media London** Strategy Director

I was the lead Strategist on the Sainsbury's retail account and provided on-going strategic support on accounts that included Sainsbury's Bank, Macmillan Cancer Support and Smart Energy GB.

I applied behavioural economics principles to multiple projects including Sainsbury's waste reduction strategies, Macmillan Cancer patient outreach audience strategies and the initial Smart Energy roll out.

Nov 2011 – Oct 2013 **Carat UK London** Strategy Director

Provided strategic support to the planning teams on Kellogg's and Disney in the UK and across EMEA.

I provided strategic support as required on other existing clients or new

business pitches. I worked on Brand identity and Brand strategy projects. I designed and facilitated numerous workshops

Dec 2010 – Oct 2011 ZenithOptimedia Sydney
Business Director

Heading up the Reckitt Benckiser team my role included: strategic planning; analysis of existing research; recommendations for future research or test and learn campaigns; campaign implementation; client servicing; people management; financial reporting.

June 07 – To Nov 2010 Mediacom Sydney
Client Communications Planning Director

Working on the P&G account I consistently over delivered on my KPIs which included: client servicing, strategic planning, test & learn campaigns, translation of consumer research into actionable planning insights and driving successful implementation. Singled out in the 2010 agency review by P&G as an outstanding agency contributor, Asia Pacific region.

August 06 – May 07 ZenithOptimedia Intl
Freelance Account Director

Originally asked to come in for 4 weeks, I remained for 9+ months, trouble shooting key accounts, and supporting on new business pitches.

Jan 05 - Jan 06 20th Century Fox Europe/Ingram
Strategist

Worked across Fox's EMEA markets for Theatrical and Home Ents, developing regional strategies, reviewing campaigns and negotiating centralised deals. At Ingram I was involved in Brand positioning projects, as well as the Disability Rights Commission pitch and subsequent campaign. I worked with the COI to define audiences to deliver the government's adult literacy targets.

Aug 1999 – Dec 2004 ZenithOptimedia Intl
International Senior Account Manager

Worked across British Airways, Qantas, oneworld, Whirlpool and Allied Domecq. Media planning lead on the award winning "London is Closer than you think" British Airways campaign (voted "Campaign of the Year" at 2004 M&M Awards, receiving an additional 3 awards including Best Creative Use of Media).

March 1998 – Aug 1999 MBS Media
Media Planning and Buying

Education

1993 – 1997 BA (Hons) French and Philosophy (2:1)
University of Bristol

1986 – 1993 GCE A Levels 3 (3xA)
GCSEs 10 (5xA, 5xB)
James Allen's Girls' School, Dulwich

Interests

I share my passion for theatre through my blog and regularly review. I am an assessor for Offwestend.com (the Offies), with a focus on short run shows.

I am a writer working on a novel, as well as shorter pieces.

References available on request