



Contact



Experience

Shopper
Retail
Experiential

Digital
Integrated
Brand

Skills

Creative
Strategy

- Creative propositions
- Channel planning
- Comms frameworks

Journey
Planning

- Touchpoint planning
- SX/CX experience design
- Decision journey mapping

Audience
Insight

- Missions / Mindsets / Needstates
- Segmentation / persona development
- Insight generation

Research

- Store audits
- Qual/Quant research management
- Turning research into meaningful insight

Brand
Strategy

- Brand planning
- Market / competitor / category analysis

Digital
planning

- Digital innovation
- VR/AR
- Digital experience planning

Matthew Ellison

Freelance Strategic Planner

A senior Strategy/Insight/Planning professional with a passion for brands and human behaviour.

I excel at taking the complex and making it simple, developing insight, propositions and strategies that excite clients, inspire creative teams, and effect audience behaviour.

My varied background of 18 years experience in client side, senior client services, and agency Strategy Director roles, enables me to see the world through client's eyes, understand the agency commercial model, and how to successfully integrate strategic thinking into creative work.

Freelance Assignments

Brave, London - shopper/retail loyalty

Cravens, Newcastle - integrated

Space, London - brand activation

Epoch, Bristol - brand activation, shopper

Multiply, Edinburgh - shopper

Decide, Newcastle - shopper activation

Momentum WW, Manchester - shopper, category

Sideshow, Bournemouth - telco B2B, telco B2C 5G network launch

Designory TBWA - content strategy

Mothertongue TBWA - cultural consultation

Previous Employment

Strategy & Planning Director
Woven, Leeds

Feb '20 - May '20

Head of Planning
The Shopper Agency, Leeds

Sept '13 - June '18

Category Experience

Luxury: Princess Yachts, Bentley Motorsport

Consumer Electronics: XBOX, PlayStation, Nokia, Electrolux, Philips, Philips TV, Hewlett Packard

FMCG: Coke, Heineken, Kelloggs, Carling, Cravendale, Anchor, P&G, Unilever, Nestle (pet),

Retail: Sainsburys, Welsh RFU, Karndean, England FA, Lakeland

Sports/Leisure: William Hill, Ladbrokes, Center Parcs

B2B: Sage, ADB

Beauty: John Frieda, I Love Cosmetics, Rimmel

Telecoms: EE