

# Alexandra Wallrock

A successful Strategy Consultant with vast experience in designing, creating and delivering positioning, messaging and marketing strategies. Proven track record of working with a variety of complex technology SMEs and international brands, identifying target audiences, creating value propositions and developing key messages. Part of an award-winning team who work collaboratively to deliver end-to-end marketing strategies and campaigns from ideation to execution to distribution. Working closely with client stakeholders across C-suite, sales, marketing, and technology to deliver strategic competitive advantage and growth.

## Skills Summary

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|-------------------------------------|-------------------------------|--|
| • Marketing Strategist              | • B2B                         | • Sales Acceleration & Enablement Assets |
| • Brand/ ABM/ Portfolio Positioning | • Complex Propositions        | • Lead Collaborative Workshops           |
| • Solution/Product Categorisation   | • SMEs to Global Enterprise   | • Briefing, Planning & Budgeting         |
| • Brand Development                 | • Messaging & Content         | • Bid Messaging Support                  |
| • Demand Gen                        | • Competitive Positioning     | • Marketing Plan                         |
| • Value Proposition                 | • Trend & Competitor Analysis |  |

## Career Progression

Oct 2019 – Feb 2023      Strategy Consultant - The Craft Consulting part of the Agent3 Group

- Worked on strategy and positioning projects across portfolio/ ABM/ Brand/ 1: few/ industry.
- Undertook market and whitespace analysis, trend finding and informational analysis.
- Leveraged an analytical process and problem-solving capabilities to deliver the accurate and relevant marketing outputs.
- Showcased extensive knowledge of the business technology industry, emerging technology trends, emerging business trends across multiple industries/sectors.
- Leveraged excellent critical thinking capability across strategy, project management, planning and creative.
- Conducted exploratory interviews with stakeholders across all levels and different departments - identifying challenges, capturing key points and building intelligence to form a part of the strategic thinking that allows for the building of positioning, messaging, and marketing/sales assets.
- Worked with and leveraged high volumes of information, rapidly collating and interpreting them to develop outputs for clients in the moment.
- Provided expert knowledge, best practice and insight to clients and internal teams.
- Delivered concise and confident rationalisation to colleagues and clients of the work developed, the methodology used and the thinking behind the conclusions and outcomes.

### Achievements:

- Large enterprise software business – Worked closely with the client on a complex and detailed campaign from positioning through to sales enablement and asset creation, resulted in securing a substantial PO for further work.
- UK based software company (operates globally) – Worked with them on rewiring core parts of their company portfolio, to be used at a corporate level.
- Global enterprise technology company - Worked on ABM projects creating positioning and messaging for ERP, SCM, HCM etc.

- Variety of technology companies – Worked with senior stakeholders to create compelling luminary campaigns, working collaboratively to identify new and emerging ideas that would resonate with the target market and attract the attention of customers.
- Ecosystem of businesses – Worked with group of global businesses to identify joint value proposition and group messaging to support demand gen activities.

Jan 2018 – Sept 2019      Account Manager – The Craft Consulting, Cheltenham

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- Ran internal discussions, feedback and briefing sessions.
- Worked with cross-functional team on complicated workflows.
- Delivered go-to-market programmes and ABM campaigns.
- Provided a high level of attention to detail, delivering timely, cost effective and top-quality work and results.
- Worked closely with partners, third party suppliers, freelancers and journalists.

**Achievements:**

- Blue-chip global technology business – Long-standing and trusted relationship of 4 years working on global projects on a global scale across ABM, product, and luminary positioning.
- Large enterprise software business – Successful project completion in the UK (on-time and on-budget) led to introductions and further work with the US arm of the business.

**Additional roles**

- Account Executive, Positive Marketing (Oct 2016 – Dec 2017)
  - Client Services Executive, Rocketseed (May 2016 – September 2016)
  - Office Administrator, RMA Consulting (part of NTT Data UK Ltd.), (January 2015 – May 2016)
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**Education**

- Currently undertaking the Mark Ritson Mini MBA in Marketing
- University: Plymouth University, BSc Hons Geography, Grade: 2.1
- School: Hampshire Collegiate School (now Embley), Romsey, Hampshire, Grade: 3 A-levels at B grade & 4 AS levels