

## SYNOPSIS

I am a MIPA qualified practitioner with over a decade of experience working with some of the world's largest FMCG brands including DIAGEO, PEPSICO, Coca-Cola, Unilever, P&G & Nestlé. I have a proven track-record of selling and teaching across brand strategy, identity and communications.

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## EMPLOYMENT

2024 Freelance Strategy Director | Hey! What? | Bristol

- **Miss Millie's** - Strategic lead for the agency's rebrand pitch response which examined the brand's architecture, positioning & purpose, distinctive assets and the cultural role it plays in consumers lives. Notably, the pitch included a comprehensive category audit to establish the semiotics of fried chicken, before perception testing the brands distinctive assets with its target audience, Gen-Z via survey.

2023 Senior Strategist | ZEAL Creative | London

- **BACARDÍ - PATRÓN** - Responsible for the agency's first client response which required an AYR retail identity that could be rolled out in the UK off-trade. The team unravelled the '*codes of cocktails*' which was based on the insight that consumers are confused by the cryptic nature of cocktail making, before goal dilution helped nudge consumers to crack the code of cocktails with combinations of complementary ingredients that could be found in-store.
- **Suntory - Ribena** - Strategic lead for Ribenas Ramadan response which presented a visual communications challenge in that the brand was not able to mention Ramadan or use complementary design assets in its consumer facing material due to a lack of Halala accreditation. The response demanded a creative proposition delivered in "*Smiles after Sunset*" which was based on the consumer insight that Ribena is preferred to the competition to avoid upset via sugar-crashes which was often the case with the competition, Vimto.

2022 Senior Strategist | RPM | London

- **DIAGEO - Captain Morgan** - Solo strategist for the agency's response to make Captain Morgan synonymous with Halloween. Year one saw us focus simply on 'being seen at halloween' to increase mental availability and I developed 'Glow in the Dark', a creative proposition built upon Gen-Z's desire for self expression through creativity. I worked closely with Bulletproof to ensure this nested under their 'Spice On' brand platform. It was tactically brought to life in-store through make-up artists in-store where party-goers could get a spooky makeover on-route to the party. The strategic thinking in this piece was highlighted in the agency's yearly review as 'Exceptional'.
- **DIAGEO - Gordon's** - Strategic lead for Gordon's Sugarplum Identity. A cultural audit was required to establish the trends that connected with our audience, with exploration across fashion, music and architecture to provide our creative team with a series of strategic territories to explore, before developing pack hierarchies which managed Gordons distinctive assets alongside Limited Edition flexibility.
- **DIAGEO - Tanqueray** - Strategic lead for the Tanqueray Global BTL roll out. My role was to activate the brand platform, 'Let's Live Magnificently' which we brought through-the-line with a series of premium retail experiences. Our approach made use of *signalling*, the art of communication beyond words. This manifested in a series of tactile considerations from materials utilised, to lighting and sound to deliver a truly memorable retail experience.

2021 Middleweight Strategist | EPOCH | Bristol

- **The Coca-Cola Company - Fanta** - Supported the Strategy Director in a global transition project which saw the Lilt brand transition to Fanta Grapefruit. I was tasked with developing pack hierarchies to showcase how we could minimise the impact on consumers' existing memory structures through use of distinctive assets.
- **ABinBev - Tripel karmeliet** - Solo strategist for Tripel Karmeliet on-trade roll out across BL & DE markets, I was tasked with developing messaging sentiment across point-of-consumption-material to take consumers on an emotional journey, developing clear Reasons-to-Believe via a qualitative interview with the head brewer.
- **P&G - Oral-B** - Solo strategist for the Oral-B Amazon Webstore which manifested in providing a series of messaging hierarchies and wireframes to deliver a fresh brand experience which focused on simplifying the options presented to consumers.

2015-21 Junior Strategist | Vaughan + Company | Bristol

- **Time Finance** - Created a masterbrand identity which unified seven national finance offerings under one roof.
- **Forest to Home** - Created name & brand world for a premium furniture company based in Lacock.
- **Integrated Graphene** - Created name and a masterbrand for a pioneering materials manufacturer on the road to commercialising a nobel prize winning material.

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## EDUCATION

2010-13 Middlesex University

- Bachelor of Arts (BA) Marketing – First Class Honours