

Harri Nicholson

Nine & Nico



An experienced marketing strategist with a passion for brand, digital and content marketing. Adept at generating and interpreting customer insight to inform strategic decision-making. Accomplished in building senior stakeholder relationships, developing effective narratives and selling strategic recommendations.

Work History

2020-10 - Current

Founder

Nine & Nico, United Kingdom

- Providing marketing, brand, media and content strategy consultancy to early stage technology startups, including Go Automotive, Hence Technologies, BLKBX, Aproov and Bubblr.
- Collaborating with Econsultancy/Adobe on their annual Digital Trends research. Responsible for survey design, analysis and report writing. Due for publication in Q1 2022.
- Developed and brought to market a new service proposition for global creative agency Five by Five. Responsible for all new business driving as well as strategy delivery.

Key achievements:

- Developing a new marketing, brand, site and content strategy for an adtech startup. Due to go live in February 2022.

2019-05 - 2020-10

Head of Strategy

Etch, United Kingdom

- Identified strategic challenges across the Etch client portfolio, providing insight, spotting opportunities and recommending effective technology, media, brand and communications solutions.
- Adopted a leadership role in new business, creating new Etch products and services as well as leading pitches.
- Led and grew the strategic function across the Etch Group.
- Collaborated with the Head of Innovation and Executive Team to develop Etch's Horizon consultancy offering.

Key achievements:

- Successfully and rapidly reorientated Neptune for ecommerce success during the first Covid-19 lockdown. Neptune recorded its highest ever annual turnover in 2020, despite its physical store closures.

2017-07 - 2019-05

Senior Strategic Planner

Five by Five Global, United Kingdom

- Assessed strategic challenges across the Five by Five client portfolio, developing insight and recommending effective marketing communications solutions.
- Generated and interpreted customer insight for use in multi-channel, integrated marketing messaging and creative propositions.
- Adopted an active role in new business development, leading several major pitches.
- Built and managed the Planning Team.

Key achievements:

- Developed all strategic planning behind SunLife's 'F-Word' Guaranteed Funeral Plan launch. The category-defying brand campaign resulted in a 17% uplift in brand awareness and 59% uplift in SunLife enquiries.

2016-01 - 2017-07

Business Director

Mindshare, United Kingdom

- Managed a £42m annual media budget for Jaguar Land Rover, planning and leading award-nominated multi-channel campaigns.
- Fostered senior client relationships with Jaguar Land Rover's CMO and MD.
- Managed the Jaguar Land Rover and Superdrug media planning teams.

Key achievements:

- Planned and led a ground-breaking partnership with Instagram, JC Decaux and Kinetic, earning a Cannes Lion nomination for Land Rover's Hibernot campaign.

2014-10 - 2016-01

Account Director

Mindshare, United Kingdom

- Developed and delivered audience and data-driven media, content and communications plans for Land Rover, General Mills, TK Maxx and Homesense.
- Managed all communications planning day-to-day for Jaguar Land Rover and Homesense.
- Managed the Jaguar Land Rover media planning team.

Key achievements:

- Produced and delivered the UK media planning response for an EMEA General Mills pitch. We successfully secured the business in October 2015. I subsequently planned and delivered the annual media plans for seven key General Mills brands.

2013-09 - 2014-10

Senior Account Manager

Essence, United Kingdom

- Responsible for strategic social media planning, campaign project management, account budget management, performance analysis and paid social media planning for McLaren Racing and Google India.
- Managed a junior team.

Key achievements:

- Developed and delivered McLaren Racing's global social media marketing and content strategy. This included establishing McLaren's presence on Instagram. Today McLaren has over 7 million followers on the platform.

2012-07 - 2013-10

Account Manager

Essence, United Kingdom

- Responsible for strategic and tactical social media activations, campaign project management, social media performance analysis, online community management and paid social media planning and buying for eBay.co.uk.

Key achievements:

- Developed and delivered eBay.co.uk's digital content strategy. This included an ambitious Christmas social activation, which ran in six markets and was nominated for a Facebook Studio Award.

2011-03 - 2012-07

Online Community Manager

Media Ingenuity, United Kingdom

- Responsible for online community management, influencer marketing, content creation and performance analysis.

2010-10 - 2011-03

Commercial Insight Research Executive

Camelot, United Kingdom

- Conducted market research to inform strategic planning. This included quantitative analysis, survey design, qualitative analysis and research agency management.

2009-01 - 2009-10

Marketing Intelligence Executive/ Funding Officer

Oxfam, United Kingdom

- Conducted market intelligence research for multiple Oxfam teams to support strategic planning.

Education

2009-09 - 2010-06

Master of Science: Management

University of Southampton - United Kingdom

Graduated with a distinction.

2005-10 - 2008-06

Master of Arts: Modern History

Oxford University - United Kingdom

Graduated with a 2:1.