

Jessie Allen

Skills

Brand Strategy
Brand Management
Comms Strategy
Omni-Channel Planning
Campaign Management
Campaign Execution
Customer and Data Research
Cultural and Macro Trends
Customer Acquisition
Customer Experience
Cross-Functional
Management
Research
Go to Market Strategy
Stakeholder Engagement
Measurement and Evaluation
Content Production
Integrated Marketing
Partner Management
Community Building

Education & Affiliations

Bloom UK Member
London, 2023-2024

**Mark Ritson's Marketing
Mini Marketing MBA**
Received A grade
September 2022

**BA International Marketing
Communications**
Simmons College,
Boston MA

+ 44 (0) 797 147 9290
London, SE1

Jessie@presentfuture.co.uk
WeChat: JessieLAllen78

Global Brand Marketing Communications Strategist

I accelerate growth for international brands in priority markets. Specialist in multi-market strategic integrated communications planning across all consumer touchpoints from awareness to advocacy. Highly versatile and agile, international experience includes North America, APAC, EMEA and LATAM.

Project Highlights

- Brand positioning and integrated annual creative communications plans for eBay for Charity (The 'It' Gift) including OOH, social media and experiential to drive brand awareness and trades +50% YOY
- Integrated through the line three-year comms planning including OOH, social media and experiential and creative strategy for McGuigan Wine and Tempus Two
- Grew China revenue +28% and social engagement 85% YOY for Childs Farm through brand, category and integrated communications strategy and campaign execution on Chinese ecommerce and social media
- Drove brand affinity for the Gap among China's millennials through cultural and consumer analysis and integrated communications plan including social media, experiential and limited edition retail

Agency Experience

Agencies: Launch PR, Hot Pot China, MWWPR, Eulogy, Speed Communications, Arnold Worldwide

Most senior roles: Head of China (GM equivalent), Head of Strategy, Director

Key Clients: BP, Castrol, Hyundai, eBay for Charity, Gymshark, AVL (McGuigan Wine and Tempus Two) The Evening Standard, The Independent, Ministry of Sound, The Gap, Finlandia Vodka

- Pitch proposal for three-year ESG B2B2C brand strategy, positioning and integrated comms plan for recycled plastics manufacturer Faerch
- Delivered consumer research, brand strategy and strategic comms territory for Hyundai's flagship EV Kona 2023 launch
- Hyundai B2C CSR and ESG brand strategy and campaign to increase brand awareness and drive brand purpose message in the UK +5%
- Engineered commercial partnership between the Ministry of Sound and Finlandia Vodka resulting in raised brand awareness and mutual sales growth of > £3M among a shared target audience
- UK and US planning lead on key ESI Media brands (The Independent and Evening Standard), catalysing disruptive new audience in the US for The Independent across events, social media and earned.
- Pan-European and US-UK integrated planning lead for Bauer Media, Bloomberg Media, Kentucky Derby Getty Images, The Discovery Channel.

Testimonials

"Amazing work. Thanks, Jessie."

Claire Hennah, Unilever Chief Customer Officer

"Smashed it. Very, very good strategy and presentation Jessie."

Project Director, FlightStory

"A joy to work with. Really honed our thinking to achieve a laser focus on the nuanced Chinese audience. Brought energy and a healthy dose of pragmatism to the picture."

Bryony Simpson, Founder & CEO WePioneer

"Huge value created in client brand strategies. Already adding financial value to our flagship product."

CEO & Founder, Hot Pot China

"Tremendous gravitas."

Global CEO & Founder, MWWPR

Case Studies

Consultant Experience

Freelance: Brand and Communications Strategist – 2023, 2015–2018

Clients: Amstel, Regent (IHG brand), Unilever, Dove, Ponds, Vaseline, AHC, LATAM Fintech startup, The Gap, Spire Healthcare

Agencies: WePioneer, Butterfly, Steve Bartlett's Flight Story, Hot Pot China, WE Redbridge, Draw, Digitalis Media

- Catalysed customer research to develop brand strategy, market position and visual ID for a fintech business launching in LATAM
- Activated brand salience and consideration among Chinese affluent and HNWl audience for IHG's luxury hotel Regent through consumer and market insights, global to local brand positioning and Chinese communications framework
- Brand, communications and portfolio strategy to accelerate growth of 4 Unilever hero brands Ponds, Vaseline, Dove and AHC in China to meet ambitious €1B revenue target over three years
- Cultural and consumer analysis and communications plan for The Gap's 50th birthday in China
- Developed consumer research, delivered audience segmentation, brand strategy & positioning, pricing, portfolio extensions and digital strategy for Unilever's Dove, Ponds, Vaseline and AHC brands
- Developed content strategy, tone of voice guidelines, content architecture and web experience for Spire Healthcare's UK website, editing over 100,00 pages and managing a team of 3 writers
- SEO and online China content strategy for Loop Swim (sustainable swimwear) and Cera Una Volta (kids clothes).

The Gap

Use 50th anniversary to drive awareness and sales of hero products in China to Chinese post 85s and 95s.

- **Business Problem:** Low brand affinity. No emotional connection to the Gap.
- **Cultural Research:** Rigid traditional societal structures dissolving, leading to unfettered individualism but anxiety around an uncharted future.
- **Consumer Insights:** Gaps are everywhere. China's change generation is facing a big gap in self-confidence and inner security while still eager to prove their true selves.
- **Brand Strategy:** The Gap has been here before. A country on the cusp of change, driven by a generation that wants to do things their way. Gap advocated fearless individuality of American youth over the last 50 years. It's the same value that can power China's Change generation.
- **Campaign:** Celebrate The Gap in You

Childs Farm

British skincare brand for kids' problem skin not growing in China as quickly as anticipated in a very competitive baby category.

- **Consumer Insight:** Chinese mothers are forging a new parenting path against a backdrop of intense societal pressure and lack of support. The stakes are high to raise successful kids, and they're scared of getting it wrong. They're missing out on the fleeting joys of childhood because of it.
- **Positioning:** Elevate Child's Farm from just a skincare product that is good for sensitive skin. Become a trusted brand partner that brings confidence and joy to China's confounding parenting and childhood journey.
- **Category Strategy:** Grow awareness and sales in skin-care needs category, then children's category gaining momentum to take on competitors in baby category
- **Brand Strategy:** Happy in your skin: Confident in your choices, Joy in who you, and they are, Healthy, clean skin
- **Creative Concept:** Activate Happiness is Here at a key seasonal event Children's Day. By understanding what triggers your kid's happiest moments, you can give them a happy Children's Day. A happy childhood.
- **Results:** Sales + 28% YOY in first quarter, social engagement +85% in first three

Hyundai

Increase overall brand awareness against major competitors Toyota and Honda, as well as change perception of the brand as a progressive, innovation provider driving progress for the future.

- **Research:** 82% of British school-aged children feel pessimistic about the future, and 63% believe they can't do anything to change it coinciding with a year-on-year decline in government funding for school trips,
- **Consumer insight:** Eco-anxiety combined with a feeling of inefficacy and a desire to go back to the 'good old days'
- **Campaign:** The Great British School Trip CSR campaign, takes 25,000 kids from deprived schools nationwide on STEM field trips and inspire them to help change the future
- **Measurement framework:** Measure increased brand perception of Hyundai's CSR philosophy and, more importantly to them, measure how inspired kids felt they could be part of changing the world post the trip. Measurements are being used as a benchmark for the UK with the view to be rolled out globally in 2024.