## KATE ORLOWSKI

I'm always curious to know more but feel that to make things happen we need to be comfortable realising we can never really know enough. Somewhere in the middle of that tension a leap of faith has to be made. Uncovering people's needs and understanding their often absurd and irrational behaviours is hard work, not guesswork. Often it means accepting that the universe of possibilities is infinite. But that's what makes landing that one great idea even more exciting.

## **EMPLOYMENT HISTORY & ROLES**

My agency career started in Account Management where, amongst other things, I successfully project managed sending 10 people from 10 countries into the stratosphere with the launch of a new Intel Processor. As my passion for strategic thinking developed I moved into a Planning role. I've been lucky enough to sharpen my skills in some of London and Sydney's top agencies and to have worked with varied Clients across many sectors, from world renowned FMCG brands to electronics, healthcare, social good and across B2B and consumer events. No matter the brief, my passion lies in uncovering insights that drive people's needs and behaviours and using these to land creative solutions that have real impact

Experience at Freeman's exposed me to a world of B2B events. In light of the pandemic I developed and implemented digital and hybrid alternatives to physical events. The B2B conference world presented exciting opportunities for digital transformation where previous conventions, namely around networking and product trial had prevented its progression.

Perhaps my proudest achievement within advertising was the Hendricks summer proposition. This successfully engaged audiences in the extraordinary Hendricks brand world through 'portals into the peculiar' – a gateway into unexpected experiences.

Between 2016 and 2018 I lived and worked in Malawi – where I did the work I'm most proud of. I planned and helped execute the launch of Malawi's first youth media brand (a radio show called Zathu). This aimed to fight gender inequality and empower young people to forge a more equal Malawi. I managed a 14 day roadshow where each component of the radio show was brought to life live, alongside influencer engagement events. Whilst in Malawi I also volunteered teaching English at a Young Adult Education Centre and privately to local children.

In my earlier years in Planning I gained extensive experience in retail and shopper strategy. I juggled the fast-paced and frenetic world of telco and had the chance to promote retail strategies for O2s first ever localised and personalised store activations under the new 'More for You' proposition. I developed innovative promotional activations for Nikon that reframed the standard 'cash back' offer into a personal challenge leveraging the 'I am different' proposition and used sharp shopper insight to address audience real-needs when shopping for pain relief with Voltaren's 'Pill Free Pain Relief' proposition.

VML, London

Strategy Director (F/L) Nov 2023 – Current

RPM, London

Strategy Director (F/L) June 2023 – Oct 2023

Publicis Media Group (Elida)

Strategy Director (F/L) July 2022 – April 2023 (current)

**Publicis Poke** 

Strategy Director (EE - retail) April 2022 – June 2022

**RPM** 

Strategy Director,F/L (Heineken shopper) Jan 2022 – April 2022

**Bandstand Agency** 

Strategy Director (Freelance) June 2021 – Dec 2021

Freeman Agency (Unity / ADP / Visa) Planning Director (Freelance) Jan 2020 - Aug 2020

Publicis Poke (EE)

Strategy Director (Freelance) Dec 2019 – Feb 2020

**Agency Space** (WGS; Hendricks) Senior Strategist August 2018 – June 2019

**Girl Effect** (Events) Consultant, Malawi Aug 2016 – June 2018

VCCP / WARL (O2) Senior Strategist (Shopper / Retail) 2014 – July 2016

**SaatchiX** (Nikon / Voltaren Diageo) Shopper Strategist 2012 – 2013

Geometry London

Account Director, F/L (GSK) 2012 – 2013

Momentum,Sydney (Coke / Lipton / Intel) Senior Account Manager / Director 2010 – 2012

**Joshua G2 London & Sydney** (Mars / BAT) Account Executive – Senior AM 2007 – 2010

## **VOLUNTARY WORK & EDUCATION**

Worked as a Cycle Guide in France & Italy

June 2019 – Sept 2019

**TEFL Course** 

2017

**Tingathe Rural Vocational Centre, Malawi** 

Teaching English, 2017-2018

University of York, 2001 - 2004

Psychology BSc Hons 2:1

Lake of Stars Festival, Malawi

Event Management and Planning, 2016

Godolphin & Latymer School, London, 1995 – 2001

A levels (Classics A, Chemistry C, Biology A)

10 GCSEs (A or A\*)

Day of Ideas Festival, Malawi

Event Management and Planning, 2016