



ADAM RAWLINGS

Personal Profile

Senior Strategist with over seven years agency experience spanning customer, brand, content and media. A confident leader of clients, having led innovation, CX strategy and campaign development for clients such as Virgin Media O2, Dixons Carphone, Groupe Renault and TalkTalk.

Having recently returned from a five-month trip travelling around Europe, keen to take on a senior role that unlocks the potential of brands and businesses through insightful creative work.

Work Experience

Senior Strategist

Sep 21 – Jan 22 (Fixed-term contract)

M&C Saatchi London – Connected Creativity Company

Clients: VMO2 (Virgin Media O2), O2 Business



- Customer experience: Strategic lead on O2's approaches to retention, cross-sell and in-life programmes. Responsible for developing improved communication strategies through optimised audience targeting, channel planning, data integration and creative propositions and messaging.
- Always-on content: Developed the content playbook for O2 for use across social and digital channels, helping to define the different roles for content, the content themes that best fit the objectives, brand and audience and the annual laydown for implementation.
- B2B strategic responses: Responsible for the strategy and planning of O2 Business customer communications, specifically targeting their SOHO (small office/home office) group. Leading on recommendations covering segmentation, contact strategy and messaging for key sales periods and handset launches, collaborating with media and ATL creative agencies.

Communications Strategist

Aug 20 – Aug 21

Vivaldi – Global Business and Brand Transformation Firm

Clients: Groupe Renault, Lavazza, McGraw Hill Education



- Communications planning: Responsible for the content and channel planning for Groupe Renault social media activations; across paid, owned and earned media. Leading on the content objectives, themes, targeting and distribution via a holistic approach each quarter.
- Social media playbooks: Wrote the social media playbooks for Groupe Renault brands Renault UK and Dacia UK, actionable blueprints that set out the key principles for both brands on social – including a galvanising brand social vision supported by content, channel and measurement frameworks.

- Marketing activations: Leading the marketing activations output within the wider brand consultancy function of the global agency, seamlessly extending brand proposition and positioning work into tangible communication outcomes across audiences, channels and content types
- Content workshops: Led quarterly content workshops for the benefit of senior Groupe Renault clients, collaborative sessions that unified agency and client teams for the months ahead on social – followed by detailed output in the form of quarterly social media activation proposals.
- Measurement: Crafted and communicated new reporting methodology to effectively assess paid and organic social media activity across all core channels each month.

Strategist

July 19 – June 20

Proximity London – Customer Experience Agency

Clients: Dixons Carphone, Specsavers



- Customer journey planning: Developed and implemented a complete overhaul of Carphone Warehouse's retention programme for customers approaching their mobile phone upgrade; founded upon extensive stakeholder interviews, field research and starring the brand's key differentiator - their knowledgeable staff.
- Campaign planning: Created efficiencies in the campaign trading calendar for Currys PC World during their critical peak quarter by devising a segmented modular approach that communicated key messaging to the right customers at the right times.
- CRM tech innovation: Collaborated effectively with key partner agencies such as Movable Ink and Qualifio, enabling Dixons to personalise engagingly and deliver on prospecting objectives across different channels.
- Product onboarding: Brought the Dixons brand vision of 'helping everyone enjoy amazing technology' into their customer experience through developing a brand-new post-purchase engagement programme that educated, informed and excited the customer following a new purchase.

Planner

Oct 18 – June 19

Brave – Independent Creative Agency

Clients: Panasonic Europe, TCC Global, Lagardère Sports and Entertainment



- Strategic direction: tasked with leading and supporting strategic responses to a wide variety of projects, from initial triaging of client briefs and creative team briefings to campaign deployment and performance analysis.
- Campaign highlights:
 - Product launches for Panasonic Facial Lifter and i-Shaper
 - Positioning for TCC loyalty rewards in partnership with multiple European supermarkets
 - Brand narrative and creative for Lagardère sports sponsorship pitches

Integrated Planner

July 17 – Oct 18

The&Partnership – Integrated Creative Agency

Client: TalkTalk



- Brand evolution: developed TalkTalk brand TOV guidelines to chime with the essence of a recent re-brand, evolving comms across multiple touchpoints.
- CRM planning for TalkTalk customer base: crafted messaging for a range of broadband, fibre and TV communications; covering annual flagship customer campaigns, new product propositions and internet education.
- Onboarding engagement: leading the customer journey planning after acquisition, creating a seamless experience for new TalkTalk customers. Helping to develop a more UX orientated approach to email design.

Communications Planner

April 15 – July 17

Blue449 – Global Communications Agency Network

Clients: Dixons Carphone, Disney Parks and Resorts, iD Mobile Network



- Carphone Warehouse brand repositioning: developed new comedy-centric proposition and TOV through extensive market research and creative workshops, shifting perceptions away from unfashionable retailer to mobile destination for a Millennial audience.
- New markets: identified the role and opportunity for Carphone Warehouse comms when entering untouched product categories, such as working alongside key internal stakeholders to determine a Telco proposition and demographic target for competing within the Multiplay market.
- iD Mobile brand launch: established challenger brand iD within the burgeoning virtual mobile network market, differentiating through a digital-first approach centred on a long-term content partnership with Vice.

Testimonials

“Adam is an outstanding Planner, confident taking the lead with clients, a strong contributor in any room, a great member of the team and a lovely bloke. I’d employ him again in a heartbeat.”

Adam Fulford, Chief Strategy Officer at Proximity London

“Adam has brilliant attention to detail and is super diligent, always calm and taking things in his stride. He is an excellent brief writer, from the detail of a copy platform to a creative brief. He works collaboratively and really well with creative teams especially - they rely on his direction. Just lovely to work with - he gets stuck in and is a team player.”

Katherine Dallal, Senior Account Director at Proximity London

“Adam is fantastic at uncovering those insightful nuggets that lead to great creative work. He is very considered and always has an interesting contribution to make. Hire him.”

Richard Colville, Senior Strategist at Proximity London

Education

Bournemouth University:

Advertising and Marketing Communication

Sep 2011 – May 2014 BA (Hons)

Awarded 2i (66)

Dissertation: A Critical, Historical and Semiotic Analysis of the Analogy between Advertising and Religion and the Religious Ideology of Materialism within Consumer Capitalist Society

Awarded 1st (72)

Darrick Wood Secondary School and Sixth Form

2004 - 2011

- ABB in A Levels: English Literature, Media Studies and Psychology
- 11 GCSEs A* - B

Professional Qualifications

IPA member, passing Foundation Certificate with credit

Interests

Adding to my ever-growing vinyl collection, supporting Chelsea FC and a Parkrun every Saturday morning are mainstays in 'A Day in the Life' so to speak. Member of The Guardian and The Green Party, with a passion for the environment and sustainability.