



Anonymised Candidate Profile

Job Title: Senior Strategist - Samsung

Smart Recruiters Tracking URL (*for Talent Acquisition Team use only*):

We are committed to building a culturally diverse workforce and giving equal opportunities. Therefore, we have removed all identifiable characteristics from this profile to support equal hiring based solely on role-based merits. We have removed name, gender, education and personal details to prevent discrimination towards underrepresented groups.

Anonymising candidate profiles is an effective intervention for increasing diversity in organisations and reducing bias in recruitment. It allows the hiring manager to select candidates for interview without imposing any type of preconceived ideas or bias.

Candidate Screening Notes

RH

Looking for £75-£90k

Availability beginning of August

RH is a talented Senior Strategist / Strategy Director. They are not a pure CRM specialist however, CRM forms part of projects they have delivered thinking for and their expertise spans customer engagement, journey mapping and acquisition & retention strategies and conversion framework. This formed part of the project when developing & delivering a 2-year innovation testing programme for Lloyds Banking Group.

They come from a media background with experience in PR, creative communications and digital marketing.

Currently at Blue State they are looking for their next move, they have cross discipline, multi agency team experience. They worked as part of 'One Kelloggs' at Publicis, and have been part of several integrated multi-agency teams in their career

- Developing strategic campaigns within an end-to-end journey as per the Lloyds project. They work on iInsight-backed test plans, developing messaging matrices - within my current role at Blue State, they do this for global fundraising clients including UNICEF and UNHCR - adapting test plans based on local market data.

They started out in music before moving agency side.



Key Skills

strategic marketing and comms experience. research, insight gathering, CRM, customer engagement strategy, journey planning, content, digital and social media

Employment History

Senior Strategist – Blue State *(Mar 2018 – Present)*

At Blue State my role I am the strategy lead across a number of key agency clients.

My work has included developing audience insights and strategic consultancy for government, third sector and brand clients including Lloyds Banking Group, Google, UNICEF, UNHCR, Tesco and UK Government.

Key achievements:

- Built and expanded the agency's UK brand offering from scratch
- Won and led creative strategy for Tesco, growing the business to second largest client in terms of revenue
- Developed and implemented a 2-year innovation testing programme for Lloyds Banking Group

Consultant Strategy Director *(Sept 2016-Feb 2018)*

Highlights included:

Golin *(Dec 2017 – Feb 2018) freelance*



Key achievements:

- Developed and implemented UK content strategy for Danone brands and Magnum (Unilever).

VML *(Oct – Dec 2017) freelance*

Key achievements:

- Developed and implemented a content acquisition and retention strategy for The Olympic Channel and NBA clients.

Digitas LBi *(Feb 2017 – Oct 2017) freelance*

Key achievements:

- I developed and implemented the content and campaign strategy for a number of key Kellogg's brands within an integrated agency team.
- I led research and insight development, briefing and developing creative ideas and ensured that ATL comms was data-led and on-strategy.

Southpaw *(Sept 2016 – January 2017) freelance*

Key achievements:

- Business development and strategy lead across multiple Diageo brands, leading strategic output across a number of successful pitches.
- Developed content, campaign and channel strategy across Diageo brands.

Content Director - OMD, International *(Jan 2016 – August 2016)*

Led a team of 3 Content Managers to develop content propositions across the OMD client portfolio, including work for Disney, Boots Laboratories, Estee Lauder and Intel.

Key achievements:



- Developed EMEA comms strategy and end-to-end content production for Boots

Laboratories across 5 markets.

- Led the brand strategy development for the relaunch of Boots Number 7 range across EMEA.

- Developed global digital launch strategy for DKNY Fragrances / Estee Lauder across 12 markets.

- Developed our influencer outreach and innovation offerings into fully formed products.

Client Solutions Manager, Percolate *(Sept 2015 – Jan 2016)*

Made redundant due to global business restructure

Worked with senior Percolate clients to ensure business success and client retention by gaining an in- depth understanding of client's global marketing priorities, developing a solid long-term strategic road map through the lens of the Percolate platform.

Key achievements:

- Developed and implemented strategic approach for Huawei's global content workflows and successfully rolled out the Percolate platform to 7 of their brand and agency teams worldwide.

- Developed internal process and documentation at an extremely fast-moving start-up.

Head of Digital Strategy, August Media *(September 2014 – Sept2015)*

Tasked with building a new department & growing the agency's digital offering, complementing their strong heritage in customer communications. Clients included IKEA, Gap, and Renault Sport.

Key achievements:



- Established and grew the digital strategy team at August, managing a team of 4.
- For IKEA, I grew IKEA Family's digital offering from a UK-only content hub to a content network distributed across 20+ markets.
- I led the strategy for redeveloping the Renault Sport brand in digital, including website redesign, forum and CRM programme, and social media strategy.

Content and Community Director, 360i *(Jan 2014 – September 2014)*

Led in-house creative and strategy teams to develop and execute campaign-based and longer-term social media content and brand activity. Clients included Enterprise Rent-a-Car, LV Insurance and TUI Travel (First Choice, Thomson)

Key achievements:

- Developed EMEA digital strategy for Enterprise Rent-a-Car and helped to develop their online content hub. Exceeded site KPI targets for acquisition and retention.
- Managed internal team of 7 and external contributors to deliver monthly content, developed editorial concepts and organized shoots.

Strategist, We Are Social *(November 2011 – Jan 2014)*

Digital brand strategy, planning and implementation for integrated campaigns (UK, EMEA and global) for FMCG / Travel clients inc. Expedia, Red Bull, Jaguar and Heineken.

Key achievements:

- Took Bulmers from a challenger brand in cider category to #1 cider brand in social media (2012, 2013)
- Developed global content production process for Jaguar across 10 markets,



including distribution, publishing, reporting and KPI tracking.

Marketing Manager, Holler (February 2009 – November 2011)

Managed content-led digital marketing and social media campaigns for clients including Red Bull, Unilever and Channel 4.

Previous Career: Music Industry (1999 – 2008)

- Events, digital marketing and PR for record labels, entertainment brands and artists

Frequently Asked Questions

Why remove personal information?

Personal details including sex, marital status or religion are irrelevant to the assessment of a candidate's suitability to do a role. Also, while hobbies and interests may add personality to a profile, these may also enable assumptions to be made about a person that aren't based on their skills. This can ultimately facilitate unconscious bias.

Why remove education?

Education is one of the least predictive forms of assessing if someone will perform well in a role. The name of an institution may be a proxy for intelligence, but it also signals a whole host of other socioeconomic biases. We are committed to hiring based on skillset and ability.

What if my role requires specific qualifications?

If your role requires a specific type or level of qualification, we will detail the qualification in the candidate's key skills. If you have any questions around this point, please reach out to your Talent Acquisition Partner to discuss if this qualification is an actual requirement for the role or a nice to have.

Once the hiring manager has requested an interview, the full candidate CV will be shared along with the initial interview invitation, to allow the hiring manager time to prepare for the interview with access to the candidate's full CV.

If you have any questions, please don't hesitate to contact your Talent Acquisition Partner.