

# TAMSIN VALENTINO

Brand Strategy Consultant

## **Brand Strategy Consultant, Aug 2018 – Present (Cardiff)**

Having previously held senior Strategy and Client Services roles in leading UK consultancies, I now work independently as a trusted partner to creative agencies and client teams.

Brand strategy is a core part of what I do - I shape and deliver the strategic direction of brand projects. I also provide consultancy and support in an agency business strategy capacity, which often involves strengthening Client Services and Account Management to improve effectiveness, efficiency, profitability and client development.

## **Strategy Director, Born + Raised, April – July 2018 (Sheffield/London)**

Progressing from my previous role as Client Services Director, I defined, structured and championed the agency's new Strategy offering. I was responsible for the quality of strategic output, providing clarity and direction on each client account and leading all strategic elements both internally and in a client-facing capacity.

## **Client Services Director, Born + Raised, May 2016 – March 2018**

Four core areas of responsibility sat within my role as (the agency's first ever) CSD: Client service and development (successfully growing client relationships and overall responsibility for client accounts' performance), commercial delivery (meeting and exceeding sales targets, maximising profitability), team development and mentorship, and defining the agency's Strategy offering.

I led a team of eight, working closely with them to deliver outstanding creative and strategic work, develop strong client relationships and convert new business opportunities.

I was part of the Senior Management Team, playing a key role in the direction, leadership and future of the agency.

## **Brand/design account direction and strategy, Freelance, Sept 2014 – April 2016**

Working with like-minded people, I offered consultancy and support in areas involving account direction and development, new business pitch/proposal responses and brand strategy. I also worked with agency teams to build or strengthen Client Services, helping them develop and implement best practice ways of working.

## **Head of Account Management, True North, June 2013 – Aug 2014 (Manchester)**

I headed up a team of five, driving a coherent way of working to support commercial objectives for efficiency, profitability and account development. I led the team to deliver against individual client sales and revenue forecasts, implement account growth plans, develop strong client relationships and work to the highest possible quality and standards.

Part of the Senior Management Team, I was involved in new business conversion including major pitches and proposals, and took a lead role on key client accounts and brand projects.

## **Account Director, True North, April 2012 – June 2013**

Responsible for the strategic account direction and development of some of the agency's most significant clients; including Wellcome Trust, Wellcome Collection, National Portrait Gallery, The University of Oxford, Design Council, British Council, Continuum Attractions, Chester Zoo and Groupe SEB.

**Senior Project Manager, LOVE, Oct 2010 – April 2012 (Manchester)**

Clients included Diageo, Primark and Hotels-London. Working mainly on the Whisky category for Diageo, I managed and delivered projects including high-profile global campaigns, brand toolkits for Diageo markets around the world, and brand comms to reposition the category internally.

**Client Services Manager, Uniform, June 2008 – July 2010 (Liverpool)**

Brand strategy, business development and account management were all central to my role.

I played a key part in winning work from clients such as Natural History Museum, Oxford Playhouse, Crafts Council, AND Festival, FACT and University of Liverpool.

I was also involved in internal company strategy, working closely with the Managing Director on the agency's marketing, positioning and business development plans.

**Regional Networks Manager, D&AD North, Oct 2006 – May 2008 (Manchester)**

I was responsible for developing and managing D&AD North – the organisation's first ever programme outside of London – working closely with a Committee of some of the UK's leading creatives. A big part of my role involved identifying new propositions to expand and promote activity, increase membership, boost income and raise D&AD's profile.

**Awards Development Manager, D&AD, Jan 2005 – Sept 2006 (London)**

Working on one of the world's most prestigious creative awards schemes (and with some of the biggest names in advertising and design in the process!), I was responsible for identifying and developing areas for business development to attract new, broader audiences and revenue streams to the awards. I also managed all elements of the awards juries and categories.

**Account Executive, MAS Communications, a Lowe Worldwide Affiliate, March 2002 – May 2003 (Malta)**

Client accounts included HSBC, Hilton, Playmobil and Emanuel Delicata Winemaker.

**EDUCATION & QUALIFICATIONS**

**MA Design Management, University College for the Creative Arts (Farnham, Surrey)**

September 2003 – September 2004

**First Class degree, Bachelor of Communication Studies, University of Malta**

September 1998 – July 2001

**Marketing Week Mini MBA, Grade A – April – July 2021**

**Languages:** Fluent English, Italian, Maltese. Basic French. Welsh learner.

**Volunteer experience:** I'm a Business Mentor for The Prince's Trust, providing one-to-one support to young people starting their own businesses.

**OUTSIDE OF WORK**

Travel (at every opportunity), reading (always have two good books on the go – one fiction, one for real life/work), portrait drawing (occasionally), house interiors (far too much time than necessary) and open water swimming (preferably in Malta or much colder west Wales). Started learning to play the piano over lockdown and, as Cardiff is now home, I'm learning Welsh.