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| **Alexandra Wallrock** | Wiltshire/London/Remote 07821 353506 or awallrock@hotmail.co.uk |

A successful Strategy Consultant with vast experience of designing, creating and delivering positioning, messaging and marketing strategies. Proven track record of working with a variety of complex technology SMEs and international brands, identifying target audiences, creating value propositions and developing key messages. Part of an award-winning team who work collaboratively to deliver end-to-end marketing strategies and campaigns from ideation to execution to distribution. Working closely with client stakeholders across C-suite, sales, marketing and technology to deliver strategic competitive advantage and growth.

**Skills Summary**

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| * Marketing Strategist * Brand/ ABM/ Portfolio Positioning | * B2B * Complex Propositions | * Sales Acceleration & Enablement Assets |
| * Solution/Product Categorisation | * SMEs to Global Enterprise | * Lead Collaborative Workshops |
| * Brand Development | * Messaging & Content | * Briefing, Planning & Budgeting |
| * Demand Gen * Value Proposition | * Competitive Positioning * Trend & Competitor Analysis | * Bid Messaging Support * Marketing Plan |

**Career Progression**

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| Oct 2019 – Feb 2023 | Strategy Consultant - The Craft Consulting part of the Agent3 Group |

* Worked on strategy and positioning projects across portfolio/ ABM/ Brand/ 1: few/ industry.
* Undertook market and whitespace analysis, trend finding and informational analysis.
* Leveraged an analytical process and problem-solving capabilities to deliver the accurate and relevant marketing outputs.
* Showcased extensive knowledge of the business technology industry, emerging technology trends, emerging business trends across multiple industries/sectors.
* Leveraged excellent critical thinking capability across strategy, project management, planning and creative.
* Conducted exploratory interviews with stakeholders across all levels and different departments - identifying challenges, capturing key points and building intelligence to form a part of the strategic thinking that allows for the building of positioning, messaging, and marketing/sales assets.
* Worked with and leveraged high volumes of information, rapidly collating and interpreting them to develop outputs for clients in the moment.
* Provided expert knowledge, best practice and insight to clients and internal teams.
* Delivered concise and confident rationalisation to colleagues and clients of the work developed, the methodology used and the thinking behind the conclusions and outcomes.

Achievements:

* Large enterprise software business – Worked closely with the client on a complex and detailed campaign from positioning through to sales enablement and asset creation, resulted in securing a substantial PO for further work.
* UK based software company (operates globally) – Worked with them on rewiring core parts of their company portfolio, to be used at a corporate level.
* Global enterprise technology company - Worked on ABM projects creating positioning and messaging for ERP, SCM, HCM etc.
* Variety of technology companies – Worked with senior stakeholders to create compelling luminary campaigns, working collaboratively to identify new and emerging ideas that would resonate with the target market and attract the attention of customers.
* Ecosystem of businesses – Worked with group of global businesses to identify joint value proposition and group messaging to support demand gen activities.

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| Jan 2018 – Sept 2019 | Account Manager – The Craft Consulting, Cheltenham |

* Ran internal discussions, feedback and briefing sessions.
* Worked with cross-functional team on complicated workflows.
* Delivered go-to-market programmes and ABM campaigns.
* Provided a high level of attention to detail, delivering timely, cost effective and top-quality work and results.
* Worked closely with partners, third party suppliers, freelancers and journalists.

Achievements:

* Blue-chip global technology business – Long-standing and trusted relationship of 4 years working on global projects on a global scale across ABM, product, and luminary positioning.
* Large enterprise software business – Successful project completion in the UK (on-time and on-budget) led to introductions and further work with the US arm of the business.

**Additional roles**

* Account Executive, Positive Marketing (Oct 2016 – Dec 2017)
* Client Services Executive, Rocketseed (May 2016 – September 2016)
* Office Administrator, RMA Consulting (part of NTT Data UK Ltd.), (January 2015 – May 2016)

**Education**

* Currently undertaking the Mark Ritson Mini MBA in Marketing
* University: Plymouth University, BSc Hons Geography, Grade: 2.1
* School: Hampshire Collegiate School (now Embley), Romsey, Hampshire, Grade: 3 A-levels at B grade & 4 AS levels
* Other qualifications:
  + Clean driving licence including Pass Plus