Annabel Roderick

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I am a high achieving and proactive strategic thinker. I am curious about the world around me and constantly seeking to understand cultural trends and audiences. I am hungry to get to the core of a consumer’s behaviour, understand why they do what they and how we can get them to think, feel and respond to a brand. My linguistics and research-based background has given me a strong analytical mindset and passion for knowledge whether this be in Telecoms, Insurance, supermarket, confectionary, FMCG or rare diseases. I am positive, bubbly and an excellent listener and enjoy interacting with my team to build positive, meaningful relationships.

### experience

**MullenLowe, Account Manager:** January 2023 – June 2024

* Curious minded, adaptable and a fast learner - quickly picking up and working across multiple different brands and sectors from Confectionary, Insurance and Household cleaning to a major national supermarket
* Run an agency-wide newsletter analysing the latest work in the industry as well as running a weekly sector and competitor review update for clients
* Led on a fast-pace experiential campaign for product launch for major supermarket for 1-day experiential event, including influencer campaign and BAU assets that saw a 400% increase in product sales
* Conducted the social engagement review for a multi-agency influencer campaign for Valentine’s Day that was brought together in 4 weeks
* Day-to-day lead contact with clients, external agencies, and internally developing a wide range of work from national TVCs to global social-first campaigns
* Set- up a department forum to discuss key issues among colleagues and identify the necessary actions
* Attended market research groups and evaluated creative work against consumer attitudes

**Now Advertising, Account Manager:** October 2022 - December 2022

* In-depth strategic research for several pitches, identifying key insights on consumer behaviour and industry trends for pitch presentations, working alongside the Strategy lead
* Led a Black Friday campaign for a major mobile network, working across digital, social and print formats

**Cherry Advertising (Healthcare), Account Executive:** November 2020 - September 2022 (previously Junior Account Executive from November 2019)

* Actively involved in pitch research and creative brainstorming, including developing an app concept that was presented to client at pitch
* Desk research for potential new business – In-depth research into a highly technical disease area, their customers, their behaviours and the product’s competitors. Developed a deck of the most valuable insights for the client on how to distinguish the product from its competitors and linking this to my review of the effectiveness of their current campaign
* Tactical planning – Development of new tactics and a review of the effectiveness of current tactics, including my own analysis of the product’s consumers and their needs which was well-received by the client and led to the development of new range of materials targeting this specific audience and the problems they encountered
* Co-ordinated market research among the client’s European team and developed an insights deck which formed the basis of their internal European campaign

**MJL Advertising Agency, Hitchin-1-month internship:** September 2019

* Developed insights decks for client campaigns; understanding consumers, market trends and product positioning. Presented to client in strategy meeting and discussed the product’s USP and building its story for consumers
* Produced creative briefs from independent insight mining and team strategy meetings

**English language teacher at The English Centre, Corrientes, Argentina:** March-June 2018 (degree year abroad)

* Planning and teaching English to teenagers and adults of a range of abilities
* Providing extra materials on online platforms
* Project planning of classes with weekly, monthly and termly objectives; working in a multi-lingual environment

**European Union, Brussels, 1-month** **internship** **in the Tax and Customs Communications team:** July 2016

* Conducted an in-depth analysis of Twitter and YouTube activities for a recent communications campaign and drafted feedback questionnaires for Member States on the campaign effectiveness
* Developed social media strategy for young people for the anniversary of the EU Customs Union as part of boosting EU citizens’ relationship with the EU and EU identity
* Completed a desk study on citizens’ views of tax and customs, with particular focus on views of the Taxation and Customs Union department and their image, and analysing effectiveness of their communication strategies

**Havas Worldwide, London:** July 2013

* Effectiveness review of brand campaigns, in particular how mid-market brands can become premium
* Attended client meetings and participated in internal brainstorming sessions to develop communications strategy

### Education

2015-2019: Durham University, BA Combined Honours in Social Sciences (Geography and Spanish), 2:1 (2019)

With a Spanish language year abroad (2017/18)

6-month Erasmus placement at University of Granada (Spain)

4-month Work placement at an English language school in Corrientes, Argentina

Fluent in Spanish (DELE-International Spanish language certification at C1 level)

Modules of note:

Geography-Social Analytical research: Conducting qualitative and quantitative research, in-depth data analysis and developing focused reports providing a new outlook on the research topic

Spanish-Linguistics: Analysis of language as a key element of local and national identities and behaviour

2008-2015: Notting Hill and Ealing High School

A-levels: A\* A A in Geography, Spanish and French (2015)

10 GCSE/IGCSE s all at A\* grade (2013) including English and Maths

### Achievements and interests

* Durham University Combined Honours student chair and representative for my year (representing over 100 students) in meetings for all Social Sciences students (2016-17)
* Vice-president and Publicity Officer of St Mary’s college Undergraduate Geography Society (2016-17)
* MCR Welfare officer (2018-19) at St Mary’s college: raising awareness on social media and coordinating with my fellow officer to provide student support throughout the year
* Rounders college captain (2016-17): organising trainings and matches to achieve a league promotion
* St Mary’s college Women’s rugby team (2016-2019): Women’s rugby has played a big part of my life in Durham. As a committed player in both the university and college teams, I have enhanced my teamwork and leadership skills
* Active member of St Mary’s college: performing in the Mary’s chapel choir, co-founding the baking society, and part of publicity and communications teams for the Annual Summer ball (over 700 people in attendance)

### Personal

* Advanced Microsoft PowerPoint, Word, Excel and Publisher skills
* Advanced social media and social media analytics program skills