**E r m i n i a B l a c k d e n**

**Profile**

Enthusiastic, entrepreneurial and eminently capable. My breadth and depth of experience across a wide range of disciplines (Direct Marketing, Advertising, Qual / Quant Research, Media) has made me a versatile and effective asset for the agencies and marketers that I’ve worked for, as well as for the teams I’ve worked with.

I love what I do, and move clients’ businesses forward every single day, keeping myself and others around me motivated and operationally efficient, in the sound knowledge that none of us is as capable as all of us.

**The GAME/LOOPING**

**Head of Strategy**

* Promoted to head of strategy for the Game and Looping looking after 8 strategists in two countries.

**Looping Group**

**Head of Strategy London**

* Part of the leadership team setting up the Looping London office
* Working with BMW Central Munich as lead London strategist responsible for brand and campaign communications
* Developed the BMW Group purpose and vision
* Developed the new BMW brand model
* Developed new social strategy for BMW and BMW Group
* Currently working on the launch of BMW Alpina - BMW Group’s latest offering
* Developed the narrative for BMW key comms pillars

**Engine Group 2012 –2021**

**Strategy Lead, Engine Group**

* Launched the Bank of Antandec for Santander in order to reposition the brand and the business, making them more relevant to customers, non-customers and staff. Wrote award winning Effie submission for effectiveness
* Supported Santander through COVID with comms designed to reassure customers and staff, and to accelerate adoption of digital banking channel. September 2020 activity deemed to be the most successful Financial Services advertising that System 1 had ever measured
* Developed campaigns for SWR during a time of near zero travel, that created much needed warmth for the brand
* Jointly conceived and created the UK’s first benchmark for diversity and inclusion in advertising output by partnering with the Geena Davis Institute

**Head of Strategy, Partners@Engine | Co-founder of Cocoon**

* Developed a systemic change strategy to help the RAF improve retention during its six month selection process
* Pitched and won Ferrari; made Partners Ferrari’s first agency of record. Launched the Ferrari Portofino, which sold out within 2 weeks of going on sale
* Launched BMW 2 Series, the first ever BMW launched to a non-exclusively male audience
* Pitched and won Ministry of Housing shaping behaviour change in the leasing, letting and rental market
* Appeared on Bloomberg TV to discuss The Growth of Luxury in China
* Author of 21st Century Woman, an award winning longitudinal study to help business commercialise the economic power of women, which created significant media coverage for Engine
* Worked with BACS, NPSO and Emerging Payments Association to shape the agenda for Women in Paytech

**Wunderman 2011 – 2012**

**Strategy Director**

* Successfully launched five models for Ford including B-Max and New Fiesta
* Designed an new strategy to keep prospects warm during the complex and extended car buying process
* Created and implemented an email best practice approach that increased conversion rate

**Stack 2009 – 2011**

**Senior Strategist | Lead Strategist for PSA**

* Helped Peugeot improve retention rates by 35% through a series of data and research led initiatives including: purchase journey research and value segmentation, conversion analytics and modelling as well as repurchase optimisation strategies
* Aligned and re-branded aftersales visual proposition across all sales and marketing channels in line with customer expectations.
* Launched a lot of cars including the much anticipated 208

**Mesh Planning 2007 – 2009**

**Experience Director**

* Responsible for turning raw data into actionable commercial insights for Microsoft, LG, BBC, Cobra and Unilever
* Winner of the MRS conference insights presentation award 2008

# Published ‘Beyond reach: a quality metric for media’ in Admap

**Draft FCB 1996 – 2007**

**Head of Planning** (rising from Planner in 1996)

* Launched Prudential Egg and MINT financial services
* Supported Lloyds TSB’s transition to the world of blue and green
* Created STEP, an award winning agency wide development programme

**GGT Media Solutions 1994 – 1996**

**Senior Media Planner**

* Launched Nationwide Direct, one of the first direct to consumer mortgage propositions in the UK
* Launched highly regional Post Office Counters National Lottery campaign across the UK
* Planned and implemented retail strategy for BrightReasons (Italian restaurant portfolio),
* Created and executed international B2B strategy for ABB (power company) to increase brand awareness

**CIA Direct 1993 – 1994**

**Media Planner**

* Planned and bought direct response campaigns for a range of clients including Nat West, Encyclopaedia Britannica and Franklin Mint

**Education**

Warwick College CAM Diploma in Advertising

Oxford Polytechnic Business Studies

**Contact Details**

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**A little bit about me**

I love creativity and craft, fashion and design. I have been a personal stylist and a jewellery maker in the past but although fun, it doesn’t exercise the grey matter enough to be anything more than a hobby. I love finding out how the brain works and am a keen amateur psychologist which sounds alarming but isn’t. I have also recently written a children’s book which I hope to get published once at some point.