**Work History**

05/22 – Present **McCann Health (planning director)**

Oversee strategy for multiple accounts, overseeing a team of five, including an associate strategy director, two mid-weight planners, a junior planner and a behavioural science specialist.Our team provides strategy to an agency business unit with €8.5 million in billings.

**Achievements:**

* GSK Vaccines – brand planning supporting mature products in market leading positions. Developed B2C and B2B campaign strategy across markets including: Brazil, France, Germany, Italy, Japan, Mexico, Spain, Switzerland, US, UK and Vietnam. Utilised creative solutions including: film, gaming, experiential, online advertising, data-driven customer journeys and content
* Co-developed a point of view (PoV) on generative AI with creative partner

11/20 – 05/22 **Concentric HX (SVP – strategy)**

Brand planning and customer experience (CX) initiatives for New York-based creative agency.

**Achievements:**

* Brand and channel strategy for Novo Nordisk global launch of novel new weight management treatment Wegovy. Covered business, trade and (US-only) consumer advertising including TV advertising and digital assets
* US social, [TV and connected TV campaign](https://youtu.be/2llm9b8-L78) for Merck Animal Health’s Bravecto – an established flea treatment in a fiercely competitive consumer product space

07/19 – 10/20 **90TEN (director, strategy and digital)**

Led brand planning, behaviour change campaigns and digital strategy.

**Achievements:**

* UK consumer marketing award-winning HIV lifestyle campaign for Gilead
* Led account planning for integrated brand campaigns for Takeda, Eisai, Samsung, Eli Lilly and Novo Nordisk

10/15 – present **Freelance strategy director**

Collaborated with brands and agencies in London and Hong Kong on strategic initiatives.

**Achievements:**

* Creative campaign strategy for Ogilvy on their client Dove (US, Brazil, Indonesia, Malaysia, Philippines and Thailand) – continuing relevancy of a 75-year-old product. Also, focused on improving customer experience for Philips consumer goods, emphasising direct commerce.
* Crafted creative digital strategies for Mandarin Oriental, a global luxury travel brand, targeting younger Asian UHNWIs with LONDON Advertising.
* Integrated content strategy for luxury beauty brand SK-II in Hong Kong – to make the brand relevant for the next generation of Hong Kong women.
* Successfully led a TV advertising campaign at Unilever for Mexican market promoting a margarine for healthier cooking.
* Global digital strategy for Unilever's margarine brands in partnership with Phd & Mullen Lowe, encompassing all aspects of online marketing from advertising to CX – to engage with the next generation of mothers.

05/16 – 06/17 **Digitas Health (director, data strategy)**

Served in a multi-agency role, collaborating with Saatchi & Saatchi Wellness and Razorfish Health.

**Achievements:**

* Successful campaign for Sandoz consumer health products in central Europe, Russia, and South Africa focusing on coughs, colds and flu symptoms.
* Enhanced Novartis’ patient engagement programme improving the quality of life of people with a chronic progressive spine condition through diet, exercise and life hacks.
* Implemented a digital marketing transformation programme for Merck, enabling marketers to gain insights into marketing channel performance.
* Pioneered the development of a search offering (SEO & SEM).

03/14 – 10/15 **Racepoint Global (vice president – digital services, Europe)**

Established and led the digital services overseeing online advertising, influencer marketing, content marketing, design, web development, analytics and community management. Successfully set-up of studios in London and Hong Kong to support digital initiatives.

**Achievements:**

* Landmark brand and product launches for New Balance Football via digital, social and global influencer partnerships – helping a challenger brand compete against adidas & Nike.
* Managed successful Huawei product launches and global influencer programme – helping a challenger brand compete against Samsung.
* Secured new business from ARM, Huawei and Progress Software.

11/12– 02/14 **Burson-Marsteller (director – digital, social and interactive, Greater China region)**

Established and led team of 12 in Hong Kong and Beijing enhancing the agency's digital marketing capabilities, covering strategy, creative direction, workload management and P&L responsibilities.

**Achievements:**

* Successfully introduced US clothing retailer Tommy Bahama to Hong Kong market – bringing their brand of island living to life.
* Orchestrated successful Hong Kong product launch for Oakley – launching a sports glasses frame without athlete endorsement.
* Led campaigns across China and South East Asia for CIVB (Bordeaux wines marketing board), Qualcomm and Telenor to build consumer brand awareness.
* Created successful influencer partnerships for Coca-Cola Hong Kong x Neighborhood collaboration – celebrating Hong Kong’s night cityscape.

04/09– 11/12 **Ruder Finn (EMEA regional director – digital strategies)**

Provided counsel for clients across all business segments. Led digital and integrated marketing programmes for various clients in Europe and Asia Pacific.

**Achievements:**

* Multi award-winning omni-channel parent behaviour change campaign for Novartis for early diagnosis of meningitis.
* Executed successful digital creative campaigns for The National Lottery making scratch cards a better Secret Santa gift.
* Digital went from 0 to 19% of total revenue through new business wins and building a flexible team of partners to meet business requirements.

**Education**

University of Huddersfield - BA (Hons) (2:1) marketing.