Panthea fassihi-rad

STRATEGY DIRECTOR

**PERSONAL INFO**

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LONDON, UK

# PROFILE

A people driven strategist, interested in human insights, cultures, market challenges and trends. With a solid background in comms planning, followed by years of digital planning and creative strategy, my approach to strategy is holistic and omni-channel.

**NATIONALITY**

British

# Experience

**FREELANCE | STRATEGY/DIGITAL CONSULTANT | Feb 2013 – Dec 2021**

**SKILLS**

Research & insight

Comms planning

Social media

Creative briefing

Content planning

Storytelling

Visual and verbal presentation

* Digitas (Social Strategy on CyberSource (A Visa Solution)
* We are fearless (Digital comms strategy and campaign planning)
* MRM (Digital comms strategy and campaign planning on Sanofi)
* We are fearless (Digital comms strategy and campaign planning on Visa UEFA Partnership)
* AKQA (Digital comms strategy and campaign planning on Sky)
* Deloitte Digital (Social Strategy)

**CATEGORIES**

FMCG

Beauty and Luxury

Telecoms

Technology

Finance

* Visa Europe (Strategic Research Consultant)
* Pernod Ricard UK (Creative planning and Research on NPD)
* FCB Inferno (Communication strategy on Dept. Of health and Dept. of Education)
* VML London (Audience research on Sanofi)
* Isobel (Creative and social strategy on Gala Bingo brand relaunch)
* RG/A London (Social & Digital strategy on Diageo and Siemens)
* Zenith (Global Communication Planning Coty)

**LANGUAGES**

English

Swedish

Farsi

* Rufus Leonard (Digital Experience and transformation on Pizza Express)
* Razorfish (Global digital campaign planning on BlackBerry)

**SANTO (WUNDERMAN THOMPSON) | SR GLOBAL PLANNER | Oct 2018- Sep 2019**

Creative strategy, brand planning and digital strategy lead on Vodafone Group. Developed propositions and global strategies for:

* + Developing the Vodafone’s brand purpose story internally and externally
  + External partnerships with the likes of ESL, Disney and Universal
  + International Women’s day initiative
  + Vodafone’s 5G position
  + global device launches

**DIGITAS LBI | ACCOUNT DIRECTOR | Jun 2010 – Jan 2013**

* Lead on top agency clients [Microsoft and BT], driving innovative and customer centric digital communication across owned, earned and bought channels.
* Full redesign of business.bt.com
* Led the first animated crowdsourced online content series created by Edgar Wright and Marvel comic, with the objective to improve perceptions about Microsoft’s Internet Explorer browser. [[www.brandongenerator.com](http://www.brandongenerator.com/)] (IAB shortlisted, Bronze at the Digital Impact Awards, Multiple bronze & silver at the Lovie Awards.)

**ISOBAR | SENIOR CAMPAIGN MANAGER | May 2009 – Jun 2010**

* Global Digital Campaign management for Nokia.
* Key project: Campaign management for one of Nokia’s most innovative and creative campaigns for Nokia Maps "The World's Biggest Signpost", winning multiple awards, including Cyber Lions.

**MINDSHARE | COMMS PLANNING DIRECTOR | Apr 2009 – May 2009**

* UK Comms planning for Nestle Purina with projects such as:
* Growing Purina’s share of voice and share of market through development of customer-centric communication briefs for media buyers and media owners.

**STARCOM | COMMS PLANNING MANAGER | May 2003 – Apr 2008**

* Joined as comms planning intern and stayed for 5 years, working on P&G Global Business Unit account across Femcare, Beautycare and surfacecare. Projects involved:
* Communication reviews – data-led analysis of category, product and consumer insights
* Consumer insight and pen-portrait development
* Strategic campaign planning

# Education

* Sep 2002 – Sep 2003 Kingston University, UK; M.A., Marketing. (Commendation)
* Jan 1999 – Jun 2001 Columbia College Chicago, USA; B.A., Marketing Comm. (1st)
* Sep.1997 – Dec 1999 Stockholm University, Sweden; (Business administration)

**Professional Qualifications**

* Putney School of Art - short courses in Design, Painting & Drawing, Web design, Colour Theory across 2010-2012 & 2020-2021
* Advertising Association’s 4-day Media Business Course in Nov 2007
* Circus Street’s 2-day Digital/Interactive training in Nov 2007
* Professional presentation skills at Institute of Practitioners in Advertising 2006

# AWARDS

* Academic Excellence Award by Columbia College in the Graduating Class of 2001
* Columbia College Dean’s List for academic excellence- Spring 1999 and Fall 2000