**Roisin Gray**

Driven by my values of integrity, growth, and innovation, I am excited to shape and excel in the role of Creative Strategy Partner at Ogilvy, a company I deeply admire. My experience spans from working at leading media agencies with industry-defining global clients, to spearheading strategic marketing and creative initiatives at TikTok. As a creative and considered thinker, my career has been marked by significant contributions to industry thought leadership, including speaking engagements at industry events such as MadFest, international TikTok ForYou Summits, guest lecturing at prestigious institutions such as Cambridge University, and contributing to publications like The Grocer and media agencies’ yearly trend predictions. I am also passionate about fostering mobility and inclusivity in our industry and have mentored multiple disadvantaged young people throughout my career.

**Employment History**

**TikTok, London**

EUI Marketing Solutions Lead, Global Business Marketing | May 2022 - Present

UK Brand Strategist, Global Business Marketing | July 2021 – May 2022

*Key Achievements*

* Crafted compelling social strategies for TikTok’s largest spending clients, educating and inspiring them on the opportunities of the platform. Notable examples include creating the ‘Culture Driver Canvas’ to demonstrate how to achieve cultural relevance as well as developing TikTok’s ‘Brand Archetypes’ to educate the industry on forming an authentic organic tone of voice. Global clients include, but not limited to, P&G, L’Oréal and PepsiCo.
* Fostered strong cross-functional partnerships with European leaders in Product, Measurement, Ad Policy and Sales, which were pivotal in achieving organisational KPIs and delivering industry-standard client success strategies.
* Strategically positioned TikTok as a leader within the CPG sector, TikTok’s highest revenue driving vertical, by hosting influential industry webinars and featuring prominently in industry press, including Ingenuity’s ‘CMO of the Future’ series and contributing to The Grocer.
* Produced and presented thought leadership at major TikTok events across Europe, and guest lectured at prestigious institutions such as Imperial College, King’s College, and Cambridge University, shaping industry discourse and inspiring future marketing professionals.
* Identified emerging social trends using data and insight tools to deliver compelling strategic insights to clients, helping them keep pace with rapidly evolving social media dynamics.
* Seconded to TikTok’s safety team due to my innovative storytelling skills, helping position TikTok as a trusted platform whilst navigating complex PR challenges. Through this work, I’ve bolstered TikTok’s reputation internally and externally as a responsible digital community.
* Recognised as the go-to resource for generating creative ideas at TikTok where external clients such as P&G, as well as multiple internal teams, specifically sought my expertise in delivering innovative, creative, and impactful social content strategies.
* Engaged with C-suite and senior brand and agency leaders, such as Bayer and Estée Lauder, to foster relationships with key decision-makers and generate large-scale revenue.
* Demonstrated leadership through practical experience and formal training including a comprehensive ‘Women in Leadership’ course. Committed to mentoring aspiring talent by participating in initiatives such as the Inspiring Connections programme.

**Mindshare Worldwide, London**

Global Strategist, Unilever Global Comms Planning Team | July 2019 – July 2021

Global Strategy Executive, Unilever Global Comms Planning Team | April 2018 – July 2019

*Key Achievements*

* Led strategic initiatives and created global communications planning material for Unilever's refreshment brands, influencing the tactical annual deployment of over €450m. Partnered closely with Unilever brand and agency teams in local markets to influence local strategies.
* Advised senior leadership on optimal growth strategies and implemented portfolio management frameworks for global brands like Lipton, Cornetto and Hellmann’s. Earned praise from clients for adding significant ‘added value’ to global and local brand teams and for ‘presenting complex strategies in an easily understandable way’.
* Demonstrated leadership and expertise in full funnel media and publisher landscapes, particularly in e-Commerce and Search. Notable examples include pioneering Magnum’s first global search strategy and being applauded by clients for effectively ‘prov(ing) the value of global input into this very local and tactical support’. Recognised as a ‘future leader’ in the company and selected as part of Snapchat’s ‘Snap Champions’ program, serving as the agency expert for Snapchat eCommerce content distribution.
* Prominent member of the creative powerhouse team ‘Mindshare 24’, taking a leadership role in developing innovative campaign ideas within challenging 24-hour deadlines. This highlighted my capacity to lead and inspire creative processes under pressure.
* Played a key role in new business pitch efforts for global accounts, earning praise by colleagues for my ‘adaptive thinking and speed’ which ‘helped shape the strategy across portfolio and all the brands’ following the Ferrero India account win.
* Managed and mentored a junior team member, providing guidance and professional development opportunities.

**PHD Global, London**

Comms Planner, Unilever Global Strategy Unit | September 2016 – April 2018

*Key Achievements*

* Developed innovative global media strategy plans for Unilever’s billion-euro homecare, haircare and deodorants brands including Persil, Lynx and Tresemmé.
* Utilised PHD’s proprietary planning system to plan and optimise campaigns effectively, earning a reputation as the go-to resource for senior ad-hoc campaign requests.
* Created a comprehensive Excel campaign tracker to analyse results for Axe’s ‘Find Your Magic’ campaign, working closely with external agencies to gather data. Crafted the award entry for this work which won accolades at the Campaign Media Awards in 2018.
* Successfully completed corporate training programmes, including Circus Street digital marketing course, and achieved the IPA Foundation Certificate in Advertising with Credit.

**Reprezent Radio, London**

Radio Presenter/ Co-Producer (Volunteer) | 2009 - 2015

*Key Achievements*

* Produced and presented a successful weekly radio show which involved producing scripts, story development, and extensive research to curate engaging content for broadcast.
* Exhibited strong leadership skills as a producer, managing and directing co-presenters during live broadcasts to ensure smooth operations in high-pressure situations.
* Attained an AQA-supported qualification in ‘Interview Techniques for Radio’ and ‘Microphone Skills’ and achieved high proficiency in radio software and hardware.

**Education**

**2013–2016:** University of Bristol, BA (Hons.) English Literature, 2:1.