SOPHIE MEADOWS

Straight Arrow Connector 4

PROFILE

I am passionate about building effective communication strategies and brands, which resonate and solve business problems. I have four years’ experience in planning and insight.

EMPLOYMENTStraight Arrow Connector 2

**BBDO Knows (BBDO EMEA)** - Insight Planner *Oct. 2019 – present*

* I research, analyse and collate category, consumer/culture and communications data into insightful and compelling reports, which I write and present. These papers inform global communication strategies across the BBDO Network
* I am currently leading on our Retail: Grocery 2021 paper
* Last year, I led on cross-category papers including: *Lotteries: The State of Play;* *The* *Future of Food;* *Dairy: Until the Cows Come Home;* *The* *Future of Work;* and more recently reports about Coronavirus and its impact across business, brand and consumer, such as *Health & Care: From Thriving to Surviving* and *The Business of Sleep & The Art of Distraction*
* I support BBDO network agencies with bespoke insight and planning on a brief-by-brief basis to help them solve their clients’ business problems. For example, I recently helped a BBDO agency interrogate the strategic rigour of their intended brand positioning for an alcoholic drinks brand, by unpacking possible communications territories
* I have a keen interest in marketing and brand strategy, including brand positioning and architecture
* I plan, write/edit and measure external comms in fortnightly LinkedIn articles to grow and cement the BBDO brand internationally. Since I have taken this on our following has grown +30%
* I plan, write and measure internal comms in fortnightly newsletters to a global mailing list of +1000 and present our quarterly comms results with strategic recommendations

**BBDO Knows (BBDO EMEA)** - Insight Manager*Sept. 2018 – Sept. 2019*

* Led consumer and category reports including: *Myths of Generation Z;* *Myths of Millennials; Myths of Seniors;* *The Changing Notions of Luxury*
* Supported on cross-category reports including: *Retail: Elevation Not Evolution;* *Utilities: Upgrading Energy;* and *Automotive Futures*
* Wrote and distributed quarterly Amazon briefings globally
* Researched and analysed consumer, category and brand insight for BBDO agency briefs
* Managed the BBDO Knows Culture Calendar

**Bartle Bogle Hegarty** - Strategist *Apr. 2017 – Sept. 2018*

* Co-wrote the creative strategy for Tesco’s Back-to-School campaign. For this client I also wrote a *Future of Shopper* report and helped to co-ordinate a Passion for Food project
* Supported the running of qualitative shopper insight workshop to develop Tesco’s private label brand
* Used insight to write the brief for Tesco’s Mother’s Day and Sugar Tax in-store communications
* Wrote a client workshop deck and final creative brief for Immunology brand strategy for international pharmaceutical company AbbVie
* Helped write the pitch-winning strategy with insight for American medical journal Univadis
* Supported on prospecting with competitor audits for the New Business team
* Created a proposal for external training for the Strategy Department, wrote an on-boarding deck for new Health team members, and wrote a practical introductory deck for HomeGrown interns
* Work experience Ambassador and HomeGrown intern buddy
* Attended internal Strategy training program, learning about econometrics, brand models, and took an active interest in reading seminal industry texts, such as Byron Sharpe and Marty Neumeir
* Co-wrote, directed and produced a short film, ‘Get inside his head’, on the subject of masculinity for an Ethnography

**Bartle Bogle Hegarty** - HomeGrown Intern *Jan. 2017 – Mar. 2017*

* Provided strategic support for communications strategies on a number of accounts (AbbVie, Virgin Media, Experian and Tesco Bank), which informed client meetings and brand positionings
* Collated competitor reviews by using market and consumer data to draw out insight
* Completed a ‘dummy’ formative strategy project, overseeing the process from client to creative brief

EDUCATION Straight Arrow Connector 4

##### **Faber Academy** *Oct. 2019 – March 2020*

##### Writing A Novel

**University College London** *Oct. 2013 – Jun. 2016*

* English Language and Literature, First (BA)
* Dissertation on ‘spectacle’ in Virginia Woolf’s essays and novels
* Winner of the English Department’s Rhiannon Jones Memorial Prize

**Downe House School** *Sept. 2005 – Jul. 2012*

* Cambridge Pre-U Diploma (A-level equivalent): History of Art D1 (A\*\*); English Literature D3 (A); History D3 (A); Global Perspectives D3 (A)
* GCSEs: 5A\*s, 4As
* Editor of the school magazine & nominated by my peers to be Editor of the school yearbook
* Cross-country running team

OTHER EXPERIENCEStraight Arrow Connector 1

**SAVAGE** [**Journal**](http://www.savageonline.co.uk/) **UCLU** - President *May 2015 – May 2016*

* Elected to manage the Editorial team of twenty-two for the daily running of the digital magazine
* Commissioned, edited and wrote articles for online publication and edited two print editions
* Planned two successful fundraising events

**SAVAGE Journal UCLU** - Theatre Editor *May 2014 – May 2015*

* Nurtured relationships with theatres, including Soho Theatre, The Barbican and The National for press tickets for my team of forty writers
* Edited, wrote and compiled articles for publication

INTERESTSStraight Arrow Connector 3

* Writing historical fiction, reading, drawing, running, pilates, cooking