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**Ned Mendez**

As an accomplished Senior Director with over 15 years of experience, I have a proven track record in driving insights-based global social and digital campaigns for prominent agencies, boutique independents, and innovative start-up brands. My passion for data-driven, audience-focused strategies and creative work has led to remarkable achievements across diverse sectors, such as brand building, lead generation, charity fundraising, disinformation identification, and progressive political campaigning.

My keen interest in AI, NLP, and automation breakthroughs drives me to explore novel opportunities and efficiencies that enable the creative industries to forge deeper, more meaningful connections with audiences. Throughout my career, I have delivered actionable strategic insights and outstanding campaign results for numerous clients, including Blue State Digital, Droga5, VMLY&R, Ogilvy, VCCP, Led By Donkeys, The Labour Party, Mayor Of London, Hope not Hate, Apple, Amazon Web Services, Lloyds Banking Group, The Behavioural Insights Team, and more.

**Career Highlights:**

* Designed, hand-built and analysed the most significant crowdfunded political movement in UK political history for Led By Donkeys, generating 7m engagements and reaching over 50% of the electorate in crucial constituencies over a critical 15-day period.
* Delivered the strategy, audience identification and targeting, budget allocation, channel rationale, campaign management and real-time reporting for the first-ever TikTok activation in the It's Nice That and Apple partnership, targeting creative industry workers across the United Kingdom, France, Italy, Spain, Germany, Turkey, UAE, Sweden & the Netherlands, generating 13m+ video views and 45m global impressions.
* Led a team of senior analysts, adops and creative strategists on a multi-territory, multi-channel, multi-language data-led campaign Pandemic Prevention Institute, generating over 20,000 website clicks and 10m+ impressions within the critical audiences of Health Policy workers and medical researchers within North America, Singapore, India, Indonesia, Brazil and South Africa.
* Managed a highly impactful multi-agency Loss + Damage campaign across three continents for Climate Vulnerable Forum, generating 6m+ video views, 185k+ clicks and petition signees from 45 countries.
* I continue working with senior political and campaigning community members to identify, classify and respond to online narratives and disinformation by creating a research technology stack that uses social listening, syndicated data sources, digital analytics packages, and IBM-Watson natural language processing textual analysis.
* As a trustee for Made In Hackney charity, the design and implementation of their 2021 winter fundraising campaign, which was directly responsible for raising £100,000 - enough to completely fund our community meal service for 12 months, ensuring we could continue to provide free, nutritious food to the most vulnerable at-risk sections of our community.

**Key skills:**

* Experienced team and industry leader in online strategic analyses and international creative campaign work.
* Advanced power user of Brandwatch, Audiense, GWI, Meltwater and most social listening, audience analysis, and online market research tools to training level.
* Track record of winning high-value RFPs, pitches and new business
* Successful YoY client account growth and scaling revenue across the agency.
* Experienced hands-on support across all aspects of research, analysis, reporting and campaigns.

As the Founder and Director of Clash Digital, a boutique research and campaigning consultancy, I have successfully led numerous creative and media strategies, focusing on progressive social movements, politics, climate issues, youth/music projects, and art/culture. With a deep understanding of new business processes and procurement formats, I have consistently increased client relationships, account value, and revenue through strong partnerships with key decision-makers.

Certified in cybersecurity and GDPR compliance, I maintain a hands-on approach to projects, holding the required credentials and clearances to run META campaigns around sensitive or political issues. In addition to my work with Clash Digital, I have held various positions across Led By Donkeys, a/political, Blue State Digital, VCCP, AnalogFolk, AllTogetherNow, ODD Agency, CHI, and The &Partnership.

Combining a strong foundation in analytics and strategic thinking with a passion for creativity, I am dedicated to delivering exceptional results and innovative solutions for clients and partners.

**Founder/Director –** [**Clash Digital**](http://www.clashdigital.com) **- Current**

Clash Digital is an online research and campaigning boutique agency with offices in London. We run analyses and campaigns worldwide in multiple languages.

* Creative and media strategies, particularly around progressive social movements, politics, climate issues, youth/music projects or art/culture.
* Online narrative analysis through Brandwatch, GWI, Audiense and all industry standard tools.
* Advanced customised performance data studio dashboards.
* Audience profiling, insight and segmentation.
* Paid campaign execution for TikTok, Instagram, Facebook, YouTube, Google Display, programmatic
* Training for strategy or creative teams, including how to use data to optimise creativity.

**Paid Campaign Manager -** [**Led By Donkeys**](https://www.ledbydonkeys.org/) **- General Election 2019**

At Led By Donkeys, a crowdfunded accountability project, I managed the social media campaigns during the 2019 UK General Election, contributing to the project's widespread recognition and Sunday Times bestselling book status. My responsibilities included:

1. Planning, implementing, and evaluating communication campaigns on social media channels, ensuring compliance with electoral laws.
2. Designing and maintaining a real-time reporting dashboard to track campaign performance.

Notable achievements include:

* Raising over £325,000 in just ten days from more than 8,000 individual donors.
* Generating over 60 million impressions and an estimated audience of 25 million people through Facebook advertising, marking the most extensive reach for any non-politically-aligned organisation during the election period.

[Campaign feature](https://www.campaignlive.co.uk/article/led-donkeys-creating-political-street-theatre/1664183)

[The Drum write-up](https://www.thedrum.com/news/2019/11/15/how-led-donkeys-created-the-biggest-crowdfunder-political-campaign-uk-history)

**Head Of Digital -** [**a/political**](https://a-political.org/) **- Dec 2018 - July 2019**

At a/political, a London-based not-for-profit arts organisation, I played a crucial role in realising and promoting large-scale socio-political art projects. During my tenure, I spearheaded two significant initiatives:

* The launch of the Major Andres Serrano exhibition in New York, which included developing a dedicated website, executing a TV campaign in New York and Washington, DC, and managing a digital marketing campaign.
* A collaboration with UK Drill musicians to raise awareness about censorship in art resulted in releasing the genre's first-ever 12" vinyl single. The project spanned across the UK, Paris, and Belgium, culminating in a global premiere event at The Saatchi Gallery in London, featuring live performances and influential speakers. This effort successfully bridged the gap between the art world and an underrepresented subculture.

[Guardian write-up](https://www.theguardian.com/artanddesign/2019/apr/19/trump-the-game-memorabilia-museum-andres-serrano)

[Art Newspaper write-up](https://www.theartnewspaper.com/news/drilling-for-blood-london-rappers-pump-veins-in-collaboration-with-andrei-molodkin-to-protest-racist-censorship-by-uk-government)

**Strategist -** [**Blue State Digital**](https://www.bluestatedigital.com/eu/) **- June 2016 - July 2018**

At Blue State Digital, a politically focused digital strategy agency, I advised on digital strategy, paid campaign execution, and social listening for clients such as The Mayor of London, Hope Not Hate, More United, The Internet Society, Google, iChoosr, and Lloyds Banking Group. My accomplishments include:

* Leading an audience segmentation and targeting campaign for TalkTalk and Vodafone, which contributed to the dissolution of the Openreach monopoly. The campaign generated over 100,000 emails to Ofcom, setting a record for submissions in any industry.
* Helping Hope Not Hate increase voter registration and fundraising through targeted digital strategies.

[Hope Not Hate Project](https://www.bluestatedigital.com/our-work/hope-not-hate/)

[Fix Britain's Internet Project](https://www.bluestatedigital.com/our-work/fix-britains-internet/)

[AI Persona Project](https://adage.com/article/news/ai-models-real-consumers-reveal-research-answers/314137)

**Freelance Social Strategist & Account Director** – 2014-2016 - VCCP, AnalogFolk, AllTogetherNow, ODD Agency, CHI, The &Partnership

**Digital Content & Community Strategist (Contract)** – Warner Bros. UK – 2013 - 2014

**Account Director** – Good Relations – Feb 2013 – June 2013: Pilsner-Urquell | Subway | Talk-Talk

**Digital Content Strategist** – Ogilvy One – October 2012 – Feb 2013: British Airways:

**Digital & Social Media Strategist** - Arnold KLP May 2011-May 2012: Britvic-PepsiCo: Transform Your Patch

AWARDS: IPM Grand Prix Winner, Marketing Week Engage Awards – FMCG Category Winner, IPM Gold Prize. JackDaniels.

Senior Digital Account Manager BMB Neon May 2012 – September 2012: Corona Extra UK: | TUI:

Social Media / Online Community Manager: Birddog Feb 2011- April 2011: Love/Hate? Travel | Ringgo - B2B Marketing Award Finalist 2011: Best use of social media: