**Jonas Varnauskas**

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**Key Skills and Knowledge Areas**

Brand Strategy Creative Strategy Consulting Market Research & Insights

Advertising Effectiveness Presenting Relationship Building

**Work Experience**

* Strategy Director, Innocean London, Jan 2017 – Present (promoted from Senior Strategist in Jan 2018)
  + Lead Strategist for the Kia brand
  + Regularly **consult** clients on subjects of **Brand, Advertising Effectiveness, Media, Market Research** and **Comms Strategy** more generally
  + Have **extensive experience** working with **senior award-winning creative teams**, including managing the creative briefing process, writing creative briefs, collaboratively developing creative concepts and presenting them to clients
  + Developed **media and media partnership solutions** working together with Media agencies and a variety of media owners (e.g. Wired, GQ, Channel 4, ITV, The Times, Guardian,)
  + Advised on and am familiar with a **wide** **range of market research methodologies** and tools including brand trackers, consumer panels (Yougov, TGI), pre/post type studies, various ad testing methodologies, media evaluation and econometric modelling

Key Achievements:

* + - Overseeing the Kia brand communication strategy during its rapid rise to the **top** **5 list of UK’s best selling car manufacturers**
    - Strategies which I have conceived enabled the UK client to achieve very high level of **advertising effectiveness** and achieve the Gold target for marketing KPIs set by Kia Korea Headquarters for the last 3 years in a row
    - Innocean became the Kia UK **choice of agency for all insight and market research** related needs, from conducting to commissioning and analysing results (this was previously Havas Media)
    - Received excellent performance grades for 6 years in a row
    - Championed strategies supporting pure electric cars in brand communication prior to their acceptance in the mainstream, leading to Kia becoming one of the leaders in the electric car segment
* Strategist, FCB Inferno, Nov 2014 – Sep 2016
  + Developed channel agnostic strategies for **BMW, Department for Education, Post Office**
  + **Became a lead strategist** on a number of large BMW projects only 4 months into my first Strategist role
  + Consistently delivered **organic sales or upsold** on the BMW account, significantly exceeding personal sales objectives

3 Key projects/achievements:

* + - **Lead Strategist** for **BMW** Retail Online launch (BMW Online Dealership), delivering all-time record traffic to the BMW website, garnering 3.2m views on Social Media, receiving coverage in the Marketing Week and being submitted for DMA (Direct Marketing) Awards in 3 categories
    - **Lead Strategist** for **BMW** Tactical stream, developing communications strategy for the new look and feel of BMW tactical communication (launched Q4 2015), improving brand perception and leading to less distressing offer communication
    - **Lead Strategist** for **BMW** Rugby Partnership stream (non-ATL activity), including content creation, engagement generation and conversion to leads, leading to the most viewed BMW content series ever
* Account Manager, Kantar Worldpanel, May 2010 – Oct 2014 (promoted from Senior Account Executive)
  + Developed actionable **insight led solutions** for **Pepsico, Mars and J&J**, taking ownership at briefing, analysis/interpretation and debriefing stages

3 Key projects/achievements:

* + - Re-designed Mars Confectionary long-term NPD strategy aimed at stopping share loss
    - Developed Seeds of Change Italian Sauce Strategy aimed at boosting brand growth
    - Developed anti-Aldi strategy for Tesco Category team at Pepsico
  + Gained understanding of **Crisps & Snacks, Confectionary, World Foods, Juice and Breakfast Cereal** categories
* Market Research Assistant (Internship), University of Nottingham Students’ Union, *Sep* *2009 – Jan 2010,*

# Assisted with designing the Students’ Union strategic market research plan aimed at increasing engagement with the Students’ Union

**Education**

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| 2006-2009 | ***University of Nottingham***  BSc Economics 2:1 |
| 1993-2005 | ***Baltija Secondary School (Lithuania)***  Maturity Certificate with distinction obtained  Mathematics 94/100, History 98/100, English 100/100, Lithuanian 86/100 |

**Languages**

English/Lithuanian: bilingual Russian: intermediate

**Interests**

Music, film, photography, psychology