



## Experience

### Strategy Director

Only The Brave - 18 months

Joining the senior leadership team of The Allotment Agency to drive its transformation from a 10-year content production agency, into strategic brand and insight, as Only The Brave.

[onlythebrave.co.uk](http://onlythebrave.co.uk)

#### Key Achievements

- Identified, implemented and profitably productised a suite of insight capabilities to drive Only The Brave's creative strategy, forming the business' core proposition and methodology: Horizon. Converting new client Inspired Pet Nutrition from initial contact to live project within four weeks, and generating consultations with Amazon and British American Tobacco.
- Undertook in depth technical training in the digital listening platform, Pulsar, delivering compelling in-house and client project analyses. A Brand Reputation and Potential analysis for Persimmon Homes subsequently achieved sign-off on the Marketing Director's internal business case for brand repositioning.
- Proactively raised Only The Brave's profile as a strategic partner through client relationships, resulting in increased strategic responsibilities. Including taking over brand guardianship and development for LloydsPharmacy, and leading the all agency team through changing marketing strategy for 2022.

### Senior Creative

(Accounts Creative Director)

Linney - 4 years 2 months

Specialising in the channel agnostic, strategic application of brand as Creative Director for the Post Office, Alcon, Emerge and Heathrow accounts. Also supporting PayPal and Costa Coffee with specialist digital and social skills, and Mars' internal comms.

[linney.com](http://linney.com)

#### Key Achievements

- Successfully pitched for and delivered Post Office's first ATL brand campaign since 2014, achieving their most powerful results in raising consideration and relevance of the brand across all service areas. 66% of people who saw the campaign (positively) changed their mind about the Post Office.
- Spearheaded Linney's first social media proposition, winning the Alcon and Emerge accounts and delivering platform strategy and creative that consistently outperformed both KPIs and industry standards. Becoming Linney's creative social media specialist, consulting across wider accounts.
- Partnering with the insight team to pioneer research methodologies, pairing automated artwork platforms with creative strategy. Demonstrated in the profitable launch of Emerge's new brand positioning and identity, with creative research averting two unanticipated, potentially significant drops in at-shelf consideration.
- Compellingly applied technical expertise to position Linney as a partner to PayPal's head digital team in California, developing a modular UI kit to streamline PayPal's global UI. Leading the UK team's UX for new product launches and accompanying campaign deployment.

### Senior Creative & Studio Manager

Slick Design - 4 years 7 months

Creative Lead and Studio Manager for a full service design agency in Perth, Western Australia. Managing, mentoring and delivering effective print and digital creative through a seven-strong team of designers and developers. Clients included Coca Cola, Shell, Tourism Western Australia, Maurice Meade, Synergy and Master Builders WA.

[slickdesign.com.au](http://slickdesign.com.au)

#### Key Achievements

- Outperformed original Mid-Weight Creative role to become Senior Creative within six months, and Studio Manager in 18 months
- Exceeded client expectations in delivering effective, high level creative, resulting in an increase in projects for companies such as Shell, which were previously handled overseas.
- Evolved the agency's digital offering from content creation to UX strategy and full UI design and build for email marketing, websites, microsites and landing pages. Winning numerous digital build projects such as for the national organisation Master Builders WA.
- Effectively developed and communicated the agency's new strategic and creative strengths through tendering, pitching, and winning new clients including Tourism WA, City of Perth, Synergy and Rural Business Development Corporation.

Freelance

UK

Australia

2022

2021

2020

2019

2018

2017

2016

2015

2014

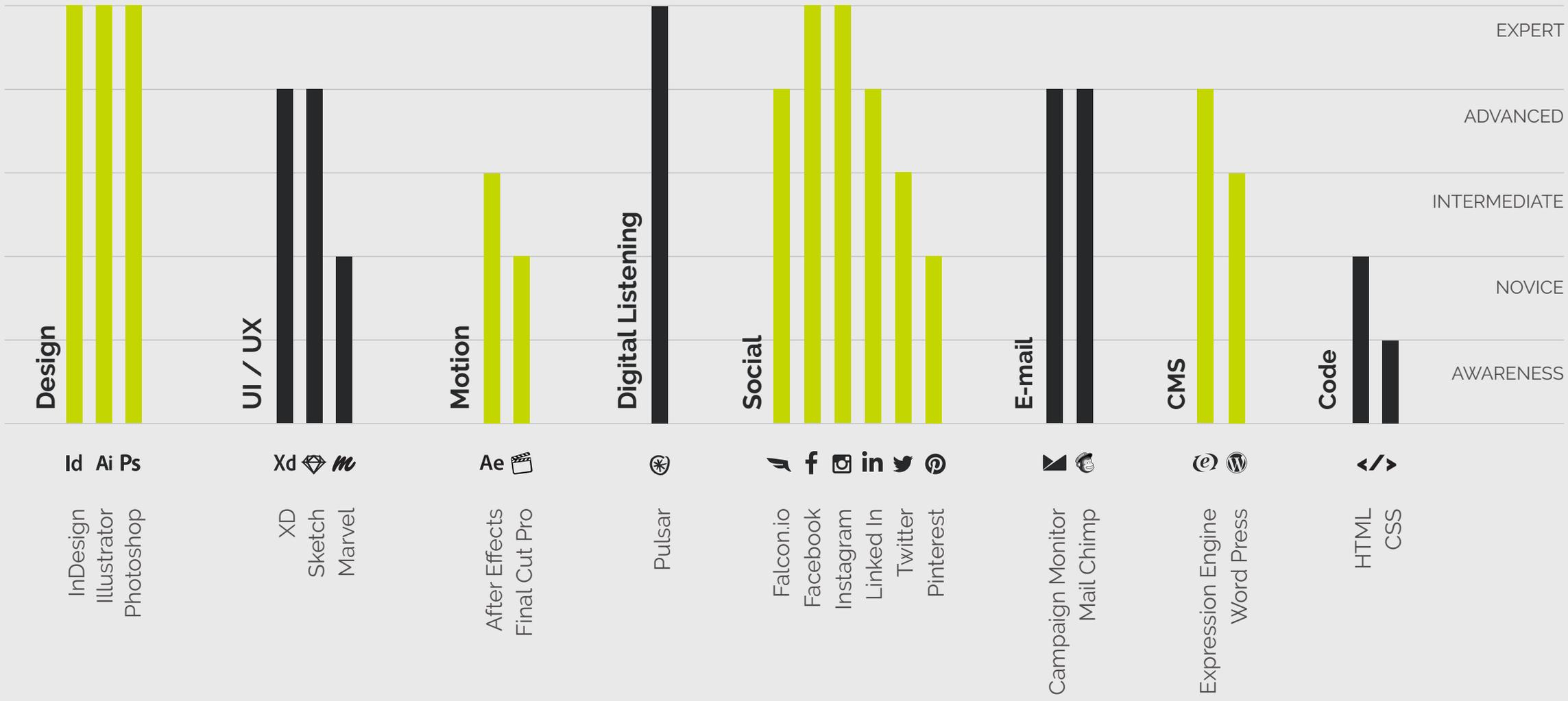
2013

2012

2011



# Software & Platform Proficiencies



## Qualifications

## Further training

- 
**BA (HONS) – GRAPHIC DESIGN**  
 Nottingham Trent University, UK
- 
**BTEQ DIPLOMA – ART & DESIGN**  
 Chesterfield College, UK

**PULSAR** 

Trained in platform strategy, search builds and data analysis

**RADA**

Presenting Made Brilliant course

**e**marketeers

Advanced Facebook for Business course

Thank you for your time!