

Annie Little

CREATIVE STRATEGIST

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SIMPLIFYING AND EXPLAINING THE COMPLEX COMES NATURALLY TO ME; DATA DOESN'T SCARE ME AND I JUST LOVE TURNING IT ALL INTO INSIGHTS, STRATEGIES AND JUICY CREATIVE CONCEPTS THAT GET CLIENTS EXCITED.

BY DAY, I AM A CREATIVE STRATEGIST WHICH MAY SEEM LIKE A CONTRADICTION; HOWEVER I AM OFTEN CONSIDERED A 'RARE BREED' IN THE MARKETING WORLD AS THE TWO SKILLS ACTUALLY GO HAND IN HAND PERFECTLY. I HAVE DEVELOPED THE ABILITY TO GENERATE CREATIVE IDEAS IN A SHARP STRATEGIC MANNER.

EXPERIENCE TO DATE

PRESENT
- 2017

FREELANCE STRATEGIST
BARROWS GLOBAL RESOURCE
+ CONSULTANT FOR AERON
BRANDING

I am a Freelance Senior Strategist across the global Barrows network, working for teams in Singapore, North America, and South Africa. This has developed my ability to deliver brand and marketing strategies that are relevant and inspiring to each local market we are active in. I also provide strategic consultation and have completed a number of strategic projects for Aeron branding agency.

2017
- 2012

BARROWS - WPP SHOPPER
MARKETING AGENCY
ROLE: SENIOR STRATEGIST

I was part of a fast paced shopper marketing agency for six years and have developed the ability to curate shopper engagement strategies for a wide range of brands - this involves insight analysis and defining retail communication and experience strategies. I have also been involved in strategic planning for digital and social media campaigns and copywriting for brand campaigns.

2012 -
7 MONTHS

BARROWS - WPP SHOPPER
MARKETING AGENCY
ROLE: PRODUCT
DESIGNER

I worked with the creative team, interpreting strategic briefs, and visualising concepts that inspired our clients. Having worked closely with strategic services, it enabled the creation of retail architecture and campaign content that aligned itself with the client brief.

2012
- 2011

HARVEY NICHOLS
DEPARTMENT STORE
ROLE: VISUAL
MERCHANTISER

At Harvey Nichols, I conducted market research and predicted future trends in order to better inform creative briefs for the visual merchandising department. I was also involved in the curation and design of both the window and store displays to bring the creative concept to life.

2011
- 2008

1ST CLASS
BA (HONS) PRODUCT
DESIGN
CENTRAL SAINT MARTINS
UNIVERSITY OF THE ARTS

Three years of creative exploration, provided me with the intellectual, academic and subject-specific skills needed to define my own professional practice. Emphasis was placed on understanding people and their behaviours and our designs were informed through a consideration of ergonomics and usability, as well as the ability to read and interpret market drivers.

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DAILY LIFE AS A SENIOR STRATEGIST

I HAVE EXPERIENCE MANAGING A SMALL TEAM OF JUNIOR STRATEGISTS ASSESSING WORKFLOW, PLANNING PROJECTS, MANAGING TIME SHEETS, AND PROVIDING COSTING AND PROFITABILITY AUDITS. I ALSO WORK CLOSELY WITH OUR CLIENT SERVICES TEAM TO ASSIST WITH ACCOUNT MANAGEMENT. I ENJOY WORKING CLOSELY WITH TEAM MEMBERS TO DELIVER THOUGHT PROVOKING STRATEGIES THAT INSPIRE OUR CLIENTS.

ROLES AND RESPONSIBILITIES

MANAGING CLIENT RELATIONSHIPS

I HAVE GAINED ADVANCED AND SPECIALISED SKILLS FROM MY CLIENT EXPERIENCE WITH BARROWS, HOSTING MEETINGS REGULARLY TO ENSURE WE ARE DEVELOPING CREATIVELY BRILLIANT CONCEPTS THAT ARE ALIGNED WITH THE CLIENT'S BRIEF AND MEETS THEIR EXPECTATIONS.

COLLABORATIVE WORKSHOPS WITH KEY STAKEHOLDERS

I HAVE EXPERIENCE IN CREATING CONTENT FOR AND PRESENTING AT COLLABORATIVE WORKSHOPS WITH KEY STAKEHOLDERS WHERE THE PROVISIONAL STRATEGY IS PRESENTED. THIS HAS EVOLVED MY PERSUASION AND CONFLICT RESOLUTION SKILLS.

PIONEERING PROCESSES AND MARKETING METHODS

I AM RESPONSIBLE FOR PIONEERING RELEVANT MARKET ORIENTATED PROCESSES, AND DEVELOPING CONCEPTS AND OBJECTIVES TO ACHIEVE THE SET GOALS. IT IS IMPORTANT TO VALIDATE A BRAND'S CURRENT POSITION AND MARKETING STRATEGY TO ENSURE POTENTIAL OPPORTUNITIES RESPOND TO THEIR CURRENT ISSUES.

DELIVERING SOLUTIONS FROM COMPLEX BRIEFS

HAVING PARTNERED WITH MULTIPLE GLOBAL BRANDS. I HAVE VAST EXPERIENCE IN DELIVERING AGAINST COMPLEX BRIEFS AT A GLOBAL AND LOCAL MARKET LEVEL, CURATING COMPLEX INFORMATION AND PRESENTING KEY IDENTIFIED FINDINGS TO CROSS-FUNCTIONAL TEAMS.

MANAGING WORK FLOW AND PROJECT PLANNING

WORKING CLOSELY WITH CLIENT SERVICES AND DESIGN TEAMS TO ADVISE THE MOST APPROPRIATE STRATEGIC TOOLS AND PROCESSES REQUIRED SO THAT COLLECTIVELY WE CAN CREATE INSPIRING OUTPUTS THAT BREAK CURRENT CONVENTIONS.

REFERENCES ARE AVAILABLE UPON REQUEST

PLEASE CONTACT ME USING DETAILS PROVIDED