

CURRICULUM VITAE

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- A strategic and commercial marketer - proven record running complex projects
- Highly skilled at building cohesive teams, with strong negotiation abilities
- Diligent and tenacious with a good creative eye and fine attention to detail
- Accomplished in engaging stakeholders at all levels

Skills and Achievements

GreyBASE

- Responsible for departmental revenue of £2.5M+
- Ran the most cost effective department in GreyBASE with a staff to cost ratio of 56%
- Doubled the revenue of Febreze and De'Longhi within six months
- Established role as the Global Shopper Lead for the Nestle Global Shopper Marketing Team

Ann Summers

- Promoted to Senior Campaign Marketing Manager after eight months
- Transformed the marketing department at Ann Summers by introducing the direct team and channels to a 'best in class' approach to shopper marketing and by delivering campaign assets via multi channel toolkits
- 2019 Halloween campaign strongest campaign for the past three years delivering 22% increase on forecast/additional £224k sales
- Responsible for the tactical rebrand of Ann Summers to 'WomAnn Summers' in celebration of International Women's Day 2019

Initials Marketing

- Initials was consistently the highest scoring agency by Heineken UK throughout the time I led the account from an off trade agency roster of five agencies

EMPLOYMENT HISTORY

January 2020 – August 2020

Client Service Director, GreyBASE

Responsibilities

- Head of the brand activation, shopper and experiential department of Grey London
- Overseeing a team of twelve account handlers and four planners
- Clients include P&G, General Mills (Yop, Petits Filous and Old El Paso), Volvo, BP and Nestle (Cereal Partners, Garden Gourmet and Purina)
- Business lead on P&G shopper for Braun Male and Female Grooming, Febreze, De'Longhi and Global Shopper Lead for Nestle
- Leading new business pitches

March 2018 – January 2020

Promoted November 2018

Senior Campaign Marketing Manager, Ann Summers

Responsibilities

- Delivering omni channel seasonal campaigns (on and off line) for key trading periods including Christmas, Valentine's Day, Autumn/Winter and

Spring/Summer as well as supporting product newness such as the relaunch of Sexy Lace, the most profitable lingerie line.

- Delivering 360 multi-channel campaigns for launches of new toys and line extensions including Moregasm, Whisper and Fusion
- Campaign management included strategy and campaign platform ideation, creative development and delivery of bespoke channel plans, delivered as a multi-channel shopper marketing toolkit and a full campaign evaluation. In addition developing content including added value competitions and guides.
- Managing the social media agency, collaborating with the PR and influencer agencies
- Managing the content team; one Snr. Content Executive and two copywriters

September 2009 – March 2018

Initials Marketing – Snr. Communications Director

Responsibilities

- Head of the Arla Foods global account for Castello cheese
- Head of the Heineken UK and global account working on brands including Desperados, Strongbow and Bulmers NPD
- Integral member of the new business team, identifying leads and working on pitches with a 100% conversion rate in 2015-2016
- Heading up a team of two Senior Account Managers and one Account Executive
- Generating revenue and managing budgets of £500k+
- Management of Initials PR programme

Heineken Global and UK

- Developing shopper marketing toolkits to support two on pack promotions that bring to life the Desperados and Strongbow association with festivals as well as the launch of Heineken 0.0%, a new non-alcoholic beer within grocery retail
- Working with grocery retailers to drive category sales of beer and cider through customized plans

Arla Foods Global – Castello Cheese

- Developing global shopper marketing toolkits to drive awareness and penetration of the Castello cheese portfolio
- Presenting toolkits to key markets including the U.S., Australia and Scandinavia
- Leading ‘Excellence in Shopper Marketing’ workshops

Communications Director 2009 - 2015

Brands: Sainsbury's, Starbucks EMEA, Malibu, Miller Genuine Draft, Paramount Home Entertainment, The Eden Project

November 2006 – September 2009

Steam UK- Account Director

Brands: Foster's, Kronenbourg 1664, Bulmers

June 2001 – October 2006

Arc UK, formerly the Triangle Group – Account Director

Brands: Guinness, Bailey's, Nick. Jr, Royal Mail

September 1999- June 2001

Perspectives Marketing – Senior Account Executive

Brands: Allied Bakeries, Kodak, Kraft

EDUCATION AND QUALIFICATIONS

- University of Bristol BA Hons. Degree in French (2:2)
- “A” Levels - French (A) German (B) English (C) “A/S” level - Politics (B)
- 10 GCSEs 6A’s, 4B’s.

ADDITIONAL INFORMATION

- Clean driving license
- ISP Diploma (2000)