



Results-driven, strategic partnerships lead specialising in digital advertising & social media. Expert relationship builder with proven track record of growing global brands' digital presence and driving revenue

Areas of Expertise:

Digital Advertising & Social Media expert | Strong communication skills | Partnerships management
Commercial Acumen | Relationship builder & Influencer | Data-driven solutions | Strategic Planning

Professional Experience

Senior Client Manager

Twitter UK

Apr 2012- Sep 2018

Managed strategic partnerships with clients and their digital agencies across multiple verticals specifically Retail, Media & Entertainment and FMCG

Product expert focused on taking new video products to market and sold in UK firsts. Partnered with **Burberry UK** to live stream London Fashion Week directly on Twitter- a big win for Twitter and Burberry drawing in millions of viewers

Pitched and delivered £5m+ media campaigns across live video sponsorships for **Nestle** and **Unilever**

Delivered 200% revenue growth in Year 1 by strategically planning social media spend across all Movie Studios in the UK and globally (including **Universal, Fox, Warner Bros, Disney, Paramount**)

Established strong direct relationship with client and advised on their social media capabilities

Global partnerships lead for **adidas** managing 50 markets. Built relationships from scratch with adidas directly and ran successful UK campaigns. Up-sold adidas to run a multi-million dollar global campaign for the Champions League & World Cup 2014

Led live war rooms where creative and strategic support was given throughout live events

Spear headed a cross-agency Training initiative called **#TwitterPro**. This initiative ran as an official Marketing event for 3 consecutive years. It hosted over 350 clients annually. Key focus was to educate and sell in Twitter's key offerings. This gained traction at Twitter and was adopted Globally

Senior Sales Account Manager

SAY Media

Mar 10- Apr 12

- Responsible for revenues across top agencies within Aegis and Group M
- Key bridge between Sales and Creative teams across UK and US
- Liaised primarily with agencies & creative agencies to plan and execute high quality Video Advertising
- Launched business initiatives to aid effective campaign delivery & management

Account Manager

AOL (ad.com)

Jul 08 - Mar 10

- Client facing role managing brands such as Laura Ashley and DFS- providing Direct Response sales strategies
- Increased sales across new business and managed existing business growing revenues significantly
- Strong relationship building across the sales team and other key departments to improve business efficiencies

References available on request

[LinkedIn](#)

Education & Skills

University of Kent

2002 – 2006 BA Hons French 2:1

Languages

French and Turkish (conversational)

Interests

Cooking, Hiking, Music, Film, Travel