

Sarah Mann.

Personal Statement.



07906 321 122



sarah.abigail.mann@me.com



thesarahmann.com



@sarahmannmedia

An experienced marketing professional, with a comprehensive 360 knowledge of the media industry and a career spanning agencies, networks and premium publishers. Encompassing a unique background in creative solutions, partnership strategy, branded content and technology, with the privilege to have worked for some of the biggest brands in the world (Aol, BBC Worldwide, Disney, McDonald's, Barclays, Deliveroo). A motivated team player with outstanding interpersonal skills and strong relationships across the industry. A track record of delivering a range of high-value creative and integrated cross-channel projects across multiple stakeholders over a variety of platforms.

Qualifications.

IPA Advanced Certificate,
IPA.

**Web Editing, Proof Reading +
Copy Editing,** London School
of Publishing.

**Text Production, Word
Processing, Typewriting,**
Pitman Training.

Education.

**Royal Holloway, University of
London.**

BA, Drama + Theatre Studies.

Baston School, Kent.

A-levels: Theatre Studies,
English Lit, Art + History.

GCSEs: Maths, Double
Science, French, Art, Drama,
English Lit, English Lang +
History.

Achievements.

OMA Awards judge, 2020.

Painting the7stars' foyer for
Pride, 2019.

Setting up the7stars' creative
solution team, 2018.

Runner-up in ASAs 'Last One
Standing', 2017.

Delivering OMD's Innovation
Week, 2016 – 2018.

Interests.



59% of a retired comedy
double act & 1/5 of a horror
improv team.



Terrible but highly
enthusiastic pub quizzer.



"Enthusiastic" dancer with a
first class Diploma in Musical
Theatre.

References available on request.

Experience.

Partnerships + Content Lead.

Driving creative communications strategy through the conception, development and buying of multi-platform solutions, ensuring a smooth process for all through effective project management. Experienced in delivering integrated cross-channel projects, including content, digital engagement, talent, licensing, brand and events solutions, such as Deliveroo's 'Saturday Night Takeaway' and Time Out 'Food Battles'. Key clients include Deliveroo, Gousto, ABF and Nintendo. New business wins include Penguin Ransom House and GVC.

Partnerships Manager.

Delivering non-traditional, creative media solutions across all clients within the agency. With core responsibility for insight-driven strategy and concept iteration, campaign development with partners, buying, negotiation and project management. Proactive development of strong relationships with both media owners and clients. Key clients include Barclays, Levi's, NSPCC, Hankook and Walkers. Senior Creative Champion instrumental in NSPCC Little Stars campaign and Grey Goose cross-channel Cinema campaigns,.

Digital Operations Manager.

Accountable for effective digital media execution, technology advocacy and management. Managing and upskilling teams across a prestigious portfolio of clients, while providing cover for the departmental head for 6 months. Establishing close working relationships with both publishers and technology owners, to beta test, augment and integrate new products into the business, with a mind to commerciality. Turnaround of poor performance on crucial OMD clients, including SSE, NSPCC and Weight Watchers, earning outstanding feedback in client referral ratings.

the7stars.

April 2018 - Present.

London, United Kingdom.

Key responsibilities.

Insight-led strategy, planning and briefing.

Stakeholder management across multiple agencies.

Running the in-house team dedicated to bringing mischief, innovation + invention.

OMD UK.

July 2016 – April 2018.

London, United Kingdom.

Key responsibilities.

End-to-end excellence across partnerships.

Delivering digital leadership + training.

Coordinating resource across stakeholders.

OMD UK.

August 2014 – July 2016.

London, United Kingdom.

Key responsibilities.

Managing + mentoring a team of 8.

Education programming for staff + clients.

IAB Ad Ops Council representative.

Experience.

Senior Ad Operations Executive.

Part of a core team responsible for developing existing product offering as well as investigating and exploiting new opportunities for portfolio developments across Northern Europe territories, in line with global strategy, working alongside key stakeholders to implement video, mobile and display repertoire, with the sole aim of revenue stream growth.

Ad Operations Executive.

One of a small team, managing campaigns across 18 sites, including O&O branded properties, as well as licensed BBC titles. Committed to engaging development teams, publishers and clients to ensure websites are optimised towards revenue generation and evolution of new revenue streams.

Perform Group.

September 2013 – September 2014.

London, United Kingdom.

Key responsibilities.

New product development + rollout.

Working with development teams.

Aligning portfolio with business KPIs.

BBC Worldwide + Immediate Media.

June 2011 – September 2013.

London, United Kingdom.

Key responsibilities.

Universal cross-platform technical support.

Operational process change management.

Campaign lifetime data delivery + analysis.

Campaign Manager, Gorilla Nation Media UK.

July 2010 – June 2011,
London, United Kingdom.

Print Advertising Producer, Charterhouse Communications.

May 2004 – April 2006,
London, United Kingdom.

European Campaign Administrator, Aol.

July 2008 – April 2010,
London, United Kingdom.

Creative Partner, Creative Partnerships.

September 2005 – January 2006, Various, United Kingdom.

Drama and Theatre Teacher, Farringtons School.

January 2006 – April 2008,
Chislehurst, United Kingdom.

Front of House + Education Assistant, Theatre Museum.

September 2003 – April 2008,
London, United Kingdom.