

SARAH MANN

MARKETING, ADVERTISING & MEDIA

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

WORK EXPERIENCE

HEAD OF MARKETING

2020 - 2022

Feeld Dating, Remote, Global

Responsible for global consumer and corporate marketing strategy across paid owned and earned channels, contributing to 1500% growth year-on-year and a £1.87 ROI, making it one of the fastest-growing dating apps of 2022 (Apptopia).

- Orchestrated brand repositioning and introduced zero-budget planning.
- Introduced guerilla tactics for the New York relaunch, resulting 150% increase in 3 months.
- Established influencer marketing channels with a focus on TikTok and referrals.
- Oversaw pitches and partnerships, including Rankin, SH:24, House of Yes and Crossbreed.
- Established Feeld's first Crisis Management framework, including management of their Ukraine response.
- Change-managed team redesign and expansion, establishing closer partnerships with Product and Growth teams, as well as procurement of external marketing agencies.

PARTNERSHIPS & CONTENT LEAD

2018 - 2020

the7stars, London, UK

Drove creative communications strategy for key clients through the conception, development, and buying of multi-platform solutions while ensuring a smooth process through agile project management. Experienced in delivering integrated cross-channel projects, including content, digital engagement, talent, licensing, brand, experiential and editorial solutions. Key clients include Deliveroo, Gousto, ABF, GVC and Nintendo.

- Sold in a £14 million Saturday Night Takeaway partnership with Deliveroo due to successful partnerships with Time Out and Channel 4.
- Established the7stars in-house creative team, Polaris, facilitating client workshops, weekly 'bounce' sessions and internal creative brainstorming.
- Member of the judging panel for the Outdoor Media Awards and D&AD New Blood Awards.
- Turned the agency foyer into the Pride flags.

PARTNERSHIPS MANAGER

2016 - 2018

OMD UK, London, UK

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, Bacardi, Levi's, NSPCC, Hankook and Pepsi Co.

- Coordinated inter-departmental collaboration and aligned multiple external stakeholders to deliver integrated creative campaign solutions, including Levi's award-winning #SupportMusic project.
- Leadership for OMD Create on the digital marketing landscape, including measurement, industry updates and innovation as a member of the OMD Quality Council.
- Pitch team for new business, including Barclays and Activision wins.

DIGITAL OPERATIONS MANAGER

2014 - 2016

OMD UK, London, UK

Accountable for effective digital media execution, technology advocacy and management. Establishing close working relationships with publishers and technology owners to beta test, augment and integrate new products into the business, with a mind to commerciality.

- Turned around poor performance on crucial OMD clients, including SSE, NSPCC and Weight Watchers, earning outstanding feedback in client referral rating surveys and aiding client retention.
- IAB Ops Council member, spearheading thought leadership and evolution of industry-wide advertising standards.

SENIOR AD OPERATIONS EXECUTIVE Perform Group, London, UK	2013 - 2014
AD OPERATIONS EXECUTIVE BBC Worldwide/Immediate Media, London, UK	2011 - 2013
CAMPAIGN MANAGER Gorilla Nation Media UK, London, UK	2010 - 2011
EUROPEAN CAMPAIGN ADMINISTRATOR AOL, London, UK	2008 -2010

EDUCATION

University of Wolverhampton, UK MSc in Psychology	2022 - 2023
Royal Holloway, University of London, UK BA in Drama & Theatre Studies	2000 - 2003

PROFESSIONAL DEVELOPMENT

Marketing Week Mini MBA Marketing Week, Online	2022
Project Management (PMI Agile Certified Practitioner (PMI-ACP) Study 365, Online	2021
IPA Advanced Certificate IPA, UK	2020
Web Editing, Proofreading, and Copy Editing London School of Publishing, UK	2018

INTERESTS

- Twitch Affiliate variety streamer, specialising in TTRPGs and cosy indie gaming.
- Life-long gamer, currently owning PS5 and Nintendo Switch.
- 59% of a retired comedy double act and horror improviser. Once described as a "fat, funny Jo Brand".

REFERENCES

Available on request,

CONTACTS

Email address Sarah.abigail.mann@me.com

Phone number 07906 321 122

Based in Croydon, Surrey, UK

