

alexwillimott.com

alex.willimott@gmail.com

+1 (347) 569-4753

207 Van Vorst St
Apt 607
Jersey City
NJ 07302

Marketing strategy specialist, coaching + visionary style leader

15+ years' experience turning data into intelligence and intelligence into action to help global brands gain competitive advantage. I've coordinated multiple simultaneous accounts across verticals and in all types of media, with geographically-disparate, multifunctional teams of up to 85 people at a time. An exceptional presenter and business case developer, I'm comfortable operating at every altitude and have a passion for data-driven strategy.

My leadership style is a mix of coaching + visionary, with an excellent track record of building high-performing teams around shared values.

Most recently, strategy lead for Samsung (VML), Coca-Cola (WPP Open X), Beam Suntory (VML), Amazon (WPP) and FCAS (VML), guiding a team of 25+ strategists and specialists across multiple opcos and territories worldwide.

BA in Business Management from the UK

Aug 2020 – Mar 2024

**VML
New York**

Executive Strategy Director, Samsung (NA)

- Built the social capability, strategic approach, models, processes and team from scratch, creating the frameworks that other accounts would later adopt
- Successfully pitched multiple lines of business, adding +54% revenue growth in a single year and more than tripling headcount to a team of 50+
- Developed an industry-first social content capture strategy; *Samsung Home*, resulting in reach increases of +82% YoY

Executive Strategy Director, Amazon (Global & NA)

- Strategy oversight for NA as part of multi-agency WPP opco of 30+ people, across Audible, Amazon Ads, Prime Video and One Medical
- Built strategy approach for campaigns & toolkits for 10 global markets
- Defined the globally-accepted, repeatable structure for high-profile Audible campaigns such as *Marvel's Wastelanders* for global content launches

Executive Strategy Director, Beam Suntory International (Global & NA)

- Led a team of 10 for ATL, social and CRM within the BSI portfolio, developing proprietary strategy approaches for Courvoisier, OTR, Roku & Suntory whiskies
- Successfully pitched additional brands and channels to more than double account revenue YoY

Executive Strategy Director, The Coca-Cola Company (Global)

- Strategy oversight for select TCCC brands as part of multi-agency WPP opco
- Strategy lead for the upcoming launch of a TCCC sub-brand in multiple territories, working with global teams of up to 85 to ensure brand cohesion

Executive Strategy Director, Foundation to Combat Anti-Semitism (NA)

- Leading ATL, social and digital creative for Robert Kraft's foundation in NA

Jan – Apr 2020

**R/GA
New York**

Global Strategy Director, Samsung Mobile (Global)

- Led global integrated campaigns, directing multi-discipline teams of 20+ across the US and Singapore
- Global Mother's Day campaign *Put Mom in the Picture* reached 14bn+ views

Nov – Dec 2019

**Uncommon Studio
London**

Global Strategy Lead, Grant & Sons (Global)

- Built the global digital and social approach for 9 global markets
- Developed the global social playbook which was then rolled out across multiple brands in the Grant & Sons portfolio

Apr 2018 – Mar 2019

**Digitas
London**

Creative Strategy Lead, Sky (UK & Ireland)

- Led the strategy team in creating integrated Sky TV campaigns for TV, print, digital, (D/)OOH, social and radio, across the UK and Ireland
- Developed the refresh for Sky Mobile and launched multiple integrated Apple- / Samsung-specific campaigns

Dec 2015 – Apr 2018
ENGINE
London

Senior Strategist, King (Global)

- Led global integrated campaigns for Candy Crush, Bubble Witch and Farm Heroes franchises across TV, digital, performance & app stores in 8+ countries

Senior strategist, NOW TV (UK & Ireland)

- Developed a high volume of digital & social campaigns to promote tier 1 releases, including Game of Thrones, The Walking Dead and Westworld

Senior Strategist, Samsung (Global)

- Developed the global influencer approach for Samsung Club des Chefs program, rolled out in 5 countries

Senior Strategist, Hasbro (UK)

- Built the digital transformation program for Hasbro masterbrand in the UK, later rolled out across the portfolio of 1,500+ brands

Jul 2012 – Dec 2015
TMW Unlimited
London

Strategist, Unilever (Axe) Lynx (UK & Ireland)

- Grew social accounts to over 1MM followers

Strategist, Activision (Global)

- Launched Destiny in EMEA, breaking the gaming industry record worldwide at that time for pre-orders

Sep 2007 – Jul 2012
Various
London

Various; agency & in-house

- Digital marketing manager for a hotels group, running global performance campaigns and data reporting
 - Freelance digital marketing for talent agencies, including scouting
 - General manager of an outdoor activity centre for children & adults

Jul 2004 – Sep 2007
University of Sheffield

BA (Hons) Business Management

- 3 year degree course including analytics, marketing and economics modules

Skills

- Leadership // Team creation + leadership + growth
 - Multi-discipline team orchestration // Collaboration
 - Brand strategy // Integrated strategy // Social + digital + influencer strategy
 - Consumer insights // Market research // Cultural trends // Customer journey
 - Strategic model + process development
 - Revenue growth // KPIs // Pitching + business case development
 - Global markets // Innovation // GTM

Extracurricular

Culture Committee

- Helping define the personality of the (then WT) New York office

Speaking Events

- TFM&A conference in London; impact of technology on behavior
 - Youth Marketing Summit in London; social platforms, digital trends & behavioral economics

London Design Festival

- Personal exhibitor with a data visualisation art project in 2015

The Friday Club London

- Long term mentor and consultant for multiple VC-stage startups from London's Tech City

Pro Bono

- Developed strategy for, and competed in, the annual Sprintathon events for UK-based charity *Stand Up to Cancer*

Visa Status

- Current E2 visa holder, Green Card pending