

# sara parsonage - experience

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I am an Associate Director level account handler with over 20 years marketing experience on mainly agency, but also client side. The focus of my marketing experience has been on the business-to-business side, working in direct marketing but it has covered many consumer activities across the full spectrum of disciplines, including advertising, digital/new media, managing events and sales promotion.

## Work Experience

### **Jan 11 – present**

Working as a freelancer on various projects, including marketing consultant to an Energy Group on projects including:

1. Study of sales opportunities within the German Nuclear Decommissioning market over a 5 year period.
2. Planning of a Fleet Management Programme for a Subsea pile driving company (International project. Germany)

### **Jan 08 – Dec 10 – Me'n'u (Virtual Agency)**

Working on the William Grants & Sons account project managing a global online CRM programme for 'The Balvenie' malt whisky. Responsible for: strategy and marcoms planning, co-ordinating virtual design team (copywriter, web designer, web builder), overall responsibility for implementation of brand new website in 5 languages, marketing acquisition and retention activity (email, digital advertising and direct mail) and reporting on results and future planning.

### **Jan 07 – Jan 08 – Freelance**

Project management contracts.

### **Mar 05-Dec 06 – The Bottom Line (Agency)**

Account management on FMCG account, Thresher. Direct and digital marketing.

### **Aug 03-Mar 05 – Freelance**

Project management and design

### **Oct 93-Jul 03 – Perspectives Red Cell (WPP Group)**

Associate Director working on many major brands including Hewlett-Packard, which I managed for 6 years and grew to the agency's most profitable account, American Express, Renault, Mattel Toys, Scottish & Newcastle Breweries and Pepsi. the work comprised largely below the line direct marketing and sales promotion but included digital, event management and advertising.

### **Jul 92-Sept 93 – WWAV Rapp Collins (Omnicom Group)**

Account manager on Renault and American Express. Also worked in Rapp Collins International (same site - set up to service international clients with other European Omnicom agencies) on Budget Rent-a-Car, working with the above the line agency (DDB) and other European Omnicom agencies.

### **May 91-Apr 92 – The Bradford Exchange**

Product Development Manager responsible for creative development, testing and introduction to the market of new collectible plate series.

### **Sept 88-May 91 – Book Club Associates (WH Smith/Doubleday)**

Product Manager responsible for performance of two book clubs ('Children's Book of the Month Club' and 'The Arts Guild'). Subscription marketing, direct mail and direct response advertising. Group coordinator for MGM (member get member) activity.

### **Mar 86-Sept 88- Bureau of National Affairs**

Direct Marketing Co-ordinator, subscription marketing for International Trade Publications.

## Education

10 'O' levels, 4 'A' levels, BA Hons Degree in Visual Art/Graphic Design (Lancaster University) and a Postgraduate Diploma in IT.

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