

# Sara Parsonage - Curriculum Vitae

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<b>Summary</b>	<p>A highly experienced, versatile and reliable AD with a good track record of managing and growing accounts.</p>
	<p>I am an Account Director with over 25 years' experience on agency (WPP, Omnicom) and client side (Doubleday, Bloomberg). Currently, a permanent AD at Emperor Design Ltd. I have worked across a wide spectrum of disciplines, including reporting, integrated campaign management, direct response, digital, social, content creation &amp; management, film and photography, CRM programmes, email build and programmes, marcoms, web build, managing events, PR, print, advertising and sales promotion.</p> <p><b>Current role: Account Director at Emperor Design working on: Channel 4, WE Soda, Everyone TV, Hiscox, Phoenix Group and Manchester Airport Group.</b></p> <p>I have worked in many sectors and managed both large and small accounts. I managed the Hewlett-Packard account for 6 years, growing it from the agency's smallest to the largest and most profitable account, by building great client relationships, establishing a reputation for reliability and building, managing and mentoring an excellent team.</p> <p>I am an agile and outcome-focused manager able to build good working relationships with clients, engaging stakeholders and colleagues alike.</p> <p>I am a guest lecturer in marketing at Bath Spa University.</p> <p>I use MS Office programmes (Word, PowerPoint and Excel) Wordpress. GoogleDocs, GoogleSheets, Basecamp, Sprout Social, Paprika and Trello. I am also proficient in Creative Suite programmes (InDesign, Illustrator and PhotoShop).</p> <p>I am a design graduate from Lancaster University and an ex-rugby player (Wasps) and keen tennis player.</p>
<b>EXPERIENCE</b>	

<p>Oct '21- present</p>	<p><b>Account Director – Emperor Design</b>  Initially contracting to help implement a new visual identity for pension company, <b>Phoenix Group</b>. Now permanent.  <a href="#">[Testimonial]</a> from Brand Director at Phoenix Group – and <a href="#">Case Study</a></p> <p>Included numerous workstreams: photography, colleague network rebranding, messaging, B-roll film creation, internal communications, launch activity.</p> <p>Currently working on:</p> <ul style="list-style-type: none"> <li>- <b>Hiscox</b> brand refresh</li> <li>- <b>Everyone TV</b> employee engagement activity and internal office branding</li> <li>- <b>Channel 4</b> AR (<a href="#">C4 22AR shortlisted for The Drum Design Award</a>)</li> <li>- <b>WE Soda</b> AR and Sustainability reports</li> <li>- <b>Manchester Airport Group (MAG)</b> – Future Airspace programme</li> </ul> <p>and numerous projects (print, design, film, animation) for</p> <ul style="list-style-type: none"> <li>- <b>Phoenix Group</b>.</li> </ul> <p>Whilst at Emperor I have also worked on the <b>Reckitt Benckiser</b> Gender Pay Gap report, <b>TSB</b> Responsible Business and Money Confidence reports, <b>CRH</b> and <b>PPF</b>.</p>
<p>July - Oct '21</p>	<p><b>Associate Account Director – Essence Global (WPP)</b>  Account Director - 3 month contract  Working on NBC Universal Pictures International (UPI) Client Services. Biddable / programmatic / influencer marketing activity supporting Universal title releases.  Client services role.</p>
<p>Jan - April '20 &amp;  Jan - April '21</p>	<p><b>Contract Account Director – Emperor Design</b>  Account Director working on financial client PPF and FMCG client Reckitt Benckiser involving:</p> <ul style="list-style-type: none"> <li>· Planning and executing multiple workstreams</li> <li>· Drafting budgets, forecasting and invoicing (using Paprika)</li> <li>· Drafting internal briefing documents</li> <li>· Briefing relevant internal or external supplier/department</li> <li>· Building a good relationship with the client in a short time</li> <li>· Work involved: <ul style="list-style-type: none"> <li>o corporate communications and reporting – print and digital (Gender Pay, Diversity)</li> <li>o member newsletters – design to print and digital</li> <li>o design, build and test of numerous email templates</li> <li>o short film project for company website</li> </ul> </li> </ul>

<p>Feb '18 - Nov '19</p> <p>2016 – present</p> <p>Mar - July '15</p> <p>2010 - 2015</p>	<p>Freelance and contract roles, including:</p> <p><b>Account Director - Cryptoland PR</b> (fintech and blockchain PR)</p> <ul style="list-style-type: none"> <li>· Project management</li> <li>· Social messaging and placement (Sprout Social)</li> <li>· Content creation and placement (eg Medium)</li> <li>· Drafting pitches: reactive and proactive pitching</li> </ul> <p><b>Communications Manager - Action Breaks Silence</b> (women's charity)</p> <ul style="list-style-type: none"> <li>· Consolidating and professionalizing brand</li> <li>· Re-design and copywriting of all materials</li> <li>· Managing design of annual reports x 2</li> <li>· Brand guardian</li> </ul> <p><b>Interim Project Manager - Blue Latitude Health</b> (pharma agency) Setting up new creative and marketing workflow processes. Using Basecamp to involve all stakeholders</p> <p><b>Other projects (contract/freelance)</b></p> <ul style="list-style-type: none"> <li>· Marketing collateral design and copywriting.</li> <li>· Web design and management</li> <li>· Marketing as a Service (MaaS) for SME's</li> <li>· Email marketing projects</li> <li>· Creation of PowerPoint decks</li> <li>· Marketing project advisor to Acteon (Energy Group)</li> </ul>
<p>Feb '07 - Dec '10</p>	<p><b>William Grant &amp; Sons – Account Director</b></p> <p>Working for agency, Me'n'u, with the Creative Director, this project began as a website re-vamp for a malt whisky brand, and turned into the management of a global online CRM programme involving planning and execution of direct marketing, email marketing and sales promotion to a target group of whisky enthusiasts. The role included regular presentations and reports of programme results and updates to the board, as well as managing all suppliers involved with the programme, drafting timings and all budgets, managing junior execs plus all invoicing to the client</p>
<p>Aug '03 - Jan '07</p>	<p><b>The Bottom Line – Account Director</b></p> <p>Providing full support and working alongside the MD. Majority of work was for Thresher Group and encompassed GAD responsibilities of strategic proposals, presentations and project planning down to every aspect of project delivery including all Thresher Gift Voucher marketing activity - Direct Marketing, Sales Promotion and email - and web site management</p>

Oct '93 - Jul '03	<p><b>WPP Perspectives Red Cell – Associate Director</b>  Working at this company for 10 years, I left as an Associate Director and worked on largely Direct Marketing clients managing a team of 7, plus internal and external suppliers. Main client for 6 years was Hewlett-Packard (Direct Marketing, event management and online campaigns to increase printer sales, direct to end user and via the dealer network), American Express (Direct Marketing, Pan European travel service advertising), Virgin Interactive (launching a new game via DM and online), Renault (DM to end user and dealer incentive programmes), Mattel Toys (Barbie loyalty club – database marketing, DM), Scottish &amp; Newcastle Breweries (consumer door drop), Centre Parcs (large scale consumer DM) and Pepsi (consumer door drop). I also worked on, and presented at, many pitches and presentations here, particularly at Associate Director level</p>
May '92 - Oct '93	<p><b>WWAV Rapp Collins (Omnicom) – Senior Account Manager</b>  Clients: Budget Rent-a-Car (Pan European Direct Marketing and PoS to trade and end user), Renault (end user DM), M&amp;S Financial (research), American Express (3<sup>rd</sup> party DM) and Sally Ferries (DM and advertising).</p>
May '91 - Apr '92	<p><b>The Bradford Exchange – Prod Development Marketing Manager</b>  Responsible for creative development and introduction onto the market of new products (collectibles). Involved testing and research and direct marketing and direct response advertising.</p>
Sept '89 - May '91	<p><b>Book Club Associates – (Doubleday) Product Manager</b>  Responsible for subscription levels and general profitability of 2 clubs (Children's Book of the Month Club and the Arts Guild) via complex direct marketing campaigns involving extensive testing. Also used direct response advertising. Responsibility for all Member-get-Member activities across all clubs at BCA (across Europe).</p>
Jan'88 - Sept '89	<p><b>Bureau of National Affairs (Bloomberg BNA) – Direct Marketing Coordinator.</b>  Responsible for promoting subscriptions for specialist trade publications via international DM. Involved in every aspect of creation of literature, briefing mailing houses, analysing &amp; reporting the results and building a customer database.</p>

## TESTIMONIALS

*"Thank you both very much for all the help with the Gender Pay report. Particularly reengineering the process right at the start and putting Sara on the team.*

*Sara's focus and dedication has made a massive difference. It really has. My favourite moment was when she announced we had 162 alts going into the designer. That sort of attention to detail and determination to get something 110% right helps us sleep at night."*

**Peter Edwards - Global Public Policy & Stakeholder Management Director at Reckitt**  
(Jan '21)

*"It sounds odd to call her a proper grown-up, but working with someone who is totally dependable, completely responsible, takes on more than she necessarily needs to, makes things happen, foresees and solves problems before they occur, and is swift to act when they occasionally do, just simply makes you feel looked-after.*

*You can't buy that level of trust and commitment. Sara, is in a word, bloody fantastic... and that's two words!"*

**Stuey Burnett - Advertising photographer (previously CD at Me'n'u)**