

# Stuart Seager



Client Service Director | Business Lead

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**Strategic client partner with global account experience building and mentoring collaborative team relationships. Scoping projects and implementing creative innovation, overseeing technical and production delivery processes. Evaluating and optimising outcomes against original objectives. Growing and developing workstream opportunities with clients and stakeholders.**

**Achievements:** At Ogilvy I account directed the EMEA advertising on UPS, creating Effie Award winning local messaging for their key customer base. At Splash I directed our Hilton Hotels client. We created DADI nominated, social-first campaigns targeted at specific traveller segments, one during the 2018 World Cup, producing record engagement across 4 EMEA markets. At WLT I had a brief to proactively create an outbound contact strategy to up and cross-sell collaborative capabilities to new prospects.

**Agency career:** Agency career: Shandwick UK, DDB Middle East, Ogilvy South Africa, McCann Advertising, Publicis Advertising, Ogilvy London, Iris Worldwide, Landor & Fitch, The&Partnership, Havas UK.

**Client Brands:** Shell Oil and Retail, Reckitt Benckiser, Hewlett Packard, Vodafone, BP, Syngenta, UBS, DHL, Tetra Pak, UPS, Hilton Hotels & Resorts, Newell Brands, Mondelez International, Lloyds of London, Ford Motor Co., Hellenic Petroleum, News UK.

## Skills and Experience

- Adaptable cross-functional leadership and objective setting
- Brand-building and product communications management
- Strategically and commercially evolving client business growth
- Inspiring and delivering effective creativity and efficiency
- Omni-channel strategy to deployment global + local markets
- Directing agile, collaborative and virtual teams
- Origination, adaptation, transcreation and full campaign implementation
- Broadcast, video, digital/outdoor, print, social/PR integration experience
- KPI setting and metric evaluation
- Entrepreneurial appetite for growing incremental revenue and prospect hunting

## Positions Held

**Freelance Client Service Director** FTC/Freelance/Perm (Jan 2019 -2023)

- **YOU Digital.** Account direction (October 2022)
- **McCann UK.** Account direction (September 2022) Formula E/SABIC
- **Havas UK.** Account direction (May-July 2022) Pfizer
- **The&Partnership.** BD on The Times and S/Times @NewsUK (Nov 2021-Feb 2022)
- **Landor & Fitch.** Account direction/Business Consultancy/Innovation/Transformation (Aug-Oct 2021)
- **Iris Worldwide.** Account direction on Lloyds of London. Omni-channel creative campaign (June 2021)
- **The Innovation People.** Business development: June 2020/1 - Innovation project consultancy
- **Co-Learn Collective.** Research and development brand strategy projects: April/May 2021
- **Elowise.** Post articles for Health and Wellness startup app: Feb 2021-2
- **Life Champions.** Commercial Brand Partnerships: November 2019-Jan 2020 (P/T) video start-up
- **WLT London.** Freelance Group Account Director: Jan - July 2019 (FTC) Outbound sales account development for Mondelez brands: Milka, BelVita, Oreo, Philadelphia

## **Splash Worldwide London** Group Account Director: July 2017 - Dec 2018

- Launch of Hilton Hotels & Resorts Social video campaigns for 2018 World Cup and Weekenders yielding 5m impressions and record engagement via shares and comments
- Video, design and content creative for Newell Brands: Breville, NUK, Parker Pen, Waterman Paris
- Ad and strategic comms launch for Phynova, increased penetration + engagement to purchase
- Magazine re-design improving employee/customer engagement for Everest Home Improvements
- Scoping, hiring and embedding onsite client creative studio at Everest, improving project delivery timelines and reducing agency overhead and total cost to serve

## **VOLUNTEER YEAR May 2016 - June 2017 PRINCES TRUST + UNIVERSITY OF MANCHESTER MENTOR**

## **Ogilvy UK** Business Director: October 2007 - April 2016 UPS, DHL, Syngenta, Vodafone, BP, Tetra Pak

- Directed Europe ATL campaign advertising for UPS, strategic and creative development, helping exceed KPIs on “Problem Solvers” TV, video, Digital, Web. Increased CTR, site/tool dwell times and % video completes YoY for industry case studies
- Creation/launch online Click & Collect retail proposition for “UPS Access Points” in Europe
- Launched Vodafone Business Mobile Broadband “Power to You” global positioning video, Web
- Creation/launch Lycamobile MVNO brand strategy, identity and media worldwide Ad to Web
- Syngenta launch of creative issue-led corporate campaign increased global brand engagement

## **Education**

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| <ul style="list-style-type: none"><li>• Excel With Business (EwB)<br/><b>Mini-MBA</b></li><li>• University of Cambridge Judge Business School</li></ul>        | <ul style="list-style-type: none"><li>• <b>Squared Online</b> Digital Marketing Strategy and Leadership</li><li>• Institute of Practitioners in Advertising (MIPA)</li><li>• CAM Education Foundation</li></ul>                   |
| <b>Cert. Digital Disruption Transformation Strategy</b> <ul style="list-style-type: none"><li>• Google Digital Garage</li></ul>                                | <b>Diploma in International Advertising</b> <ul style="list-style-type: none"><li>• Microsoft AI Business School</li><li>• University of Manchester</li></ul>   |
| <b>i) Certificate in Online Marketing Fundamentals</b>   | <b>BA (Hons) Business Management (2:1)</b>  |
| <b>ii) Digital Communication and Media/Multimedia</b>  | <b>Awards/Memberships</b>   |
| <b>iii) Certificate in Online Proficiency, Digital marketing</b>   | <ul style="list-style-type: none"><li>• Personal Member IPA (<b>MIPA</b>):</li><li>• Member CAM Foundation (<b>MCAM</b>):</li><li>• University of Manchester Gold Mentor:</li><li>• Prince's Trust Talent Match Mentor:</li></ul> |
| <ul style="list-style-type: none"><li>• <b>Hootsuite Academy</b> Social Marketing Certificate</li><li>• <b>Innovation Mgt/Digital Transformation</b></li></ul> |   |