

## PROFILE:

Energetic, entrepreneurial and strategic marketing professional with excellent agency and client-side experience in branding, digital, e-commerce, global advertising and marketing communications.

## WORK EXPERIENCE:

### Branding Matters | London | Apr '05-present

<http://www.brandingmatters.co.uk/>

In April 2005, Diane started Branding Matters, a 'virtual agency' focusing on digital and brand strategy, primarily in the technology, telecoms and professional services sectors, though Branding Matters has recently branched out into the retail sector with a rebrand/ecommerce project for a sporting goods retailer ([www.activinstinct.com](http://www.activinstinct.com)). We work directly with companies and also via digital, integrated and branding agencies. Clients include major multinationals like Microsoft and T-Mobile, as well as early stage companies and start ups – both B2B and B2C. For a full overview of current work visit: [www.brandingmatters.co.uk](http://www.brandingmatters.co.uk). Diane is also co-founder of a new venture called [likeu.co.uk](http://www.likeu.co.uk), the world's first appreciation engine, dedicated to bringing the feel-good factor back.

### Wheel (now Lblcon) | London | Apr '04-24 Jan '05 (due to redundancy)

<http://www.lbi.co.uk/>

#### Group Account Director

Wheel (now Lblcon), at the time, the UK's number 3 full-service digital marketing agency delivering e-commerce strategy and solutions, online marketing, advertising and website development. Achievements:

#### Team Leadership / Strategic Client Development / Web Strategy & Interactive Marketing

- Hired to transform an under-performing, project-oriented team into a successful unit.
- Managed a small account team, which I recruited, and oversaw 12 clients, including Laura Ashley, H.Samuel, Ernest Jones, Disneyland Resorts Paris, Dixons, PC World, as well as Vertu, Asprey and Garrard in the luxury sector, focussing on driving organic growth of client base. Work ranged from website and e-commerce development to online advertising, search marketing and affiliate programs, in addition to business development and strategy.
- Spearheaded a shift in client relationships from reactive and project oriented to strategic and proactive, requiring extensive client education about the importance of online strategy as part of the marketing mix and how to maximise e-commerce success, overall website performance and how to get the most out of their investment in the web.

### Grey Advertising | London | Aug '02-Mar '04

[www.grey.com](http://www.grey.com)

#### Senior Account Director

Grey is a leading global advertising agency, now part of WPP, a worldwide network of communications agencies serving top global companies. Responsibilities included:

#### Business Development

- Played a central role in the pitch team that won Nokia's \$100M global launch of it's first-ever sub-brand, N-Gage—a wireless, multiplayer gaming device designed to compete with industry giants: Gameboy, Playstation and Xbox.
- Managed and won the pitch for Nokia's B2B brand, Nokia Internet Communications, which competes with Cisco in the IT security space.

#### Account & Team Management

- Led the account team for the global N-Gage campaign, which included extensive press, TV and outdoor executions. Project involved in-depth strategy work, client and global team management across Grey, as well as integration with Nokia's other agencies globally.
- Served as account lead for Nokia Mobile Phones UK and Unisys (EMEA), including local relationship management, strategy and creative development and adapts of central creative.

### Self-employed | London | Feb '02-Aug '02

#### Independent Marketing Consultant

Marketing, branding and PR consulting on a freelance and contract basis. Projects included:

- Re-branding and strap line development for an Internet company and a start-up venture.
- Public relations for an Internet company, including story placement in FT Creative Business.

## Cyveillance | 2000 – 2002 | London | 1998 – 2000 | Washington, DC [www.cyveillance.com](http://www.cyveillance.com)

### International Marketing Director

Cyveillance is a leading provider of online risk monitoring and management, where I was promoted from US Director of Marketing (July 1998-July 2000) to international (UK-based) Marketing Director, reporting to the UK MD. Efforts during the company's formative years in the US and UK contributed significantly to the valuations that led to \$30M in VC funding in '99/2000. Responsibilities included:

### Strategic & Business Development

- Served on the company's US management team and established the marketing department and core strategy in 1998, building/managing a team of eight.
- Developed successful print, online and in-person lead generation programs, including high end direct mail, cyber seminars, trade show participation and seminar sponsorships designed to fuel the UK/international pipeline.
- Pursued and maintained relationships with revenue-driving international partners, including developing training programs, collateral, value propositions and other promotional activities.

### Branding/Creative/Advertising

- Created the 'Cyveillance' and 'NetSapien' brands; managed/implemented the corporate name change and development of all print and online collateral, serving as the creative force behind Cyveillance image and brand direction.

### Public Relations/Launches/Rollouts

- Developed successful public relations outreach programs that led to significant local, national and international media coverage, including 100 press hits in 1998 (starting mid-year with no outside agency support); nearly 300 press hits in 1999; and 200+ in 2000-2001.
- Served as corporate spokesperson in the US and internationally, as well as providing media coaching to the US CEO and the UK MD.

## Ryan McGinn (now called Golin/Harris) | Virginia, USA | 1994 - 1998 [www.golinharris.com](http://www.golinharris.com)

### Vice President (began as Senior Account Executive)

Ryan McGinn, now part of the Interpublic Group of companies, is a strategic communications firm, specialising in crisis management and public relations. Responsibilities included:

### Marketing Campaign Management

- Developed and managed a multi-million dollar, multi-year marketing campaign for Texaco. Work included account management and campaign creation (development of advertising, direct mail, brochures, website, media training/relations and crisis communications).

### Regional Public Relations & Advertising

- Managed regional public relations campaigns for US telecoms company Sprint PCS.
- Managed PR and events-related activities for a prestigious community organisation focused on establishing Washington, DC as a centre of Internet entrepreneurship.
- Developed and co-copy wrote an advertising campaign for The Washington Post.

### Business & Corporate Development

- Served as the company's principal community liaison, in an effort to boost the company's overall visibility, credibility and business. Also managed a company re-brand.

## Bachner Communication | Maryland, USA | 1990 – 1994

### Senior Account Executive (began as a writer)

Bachner is a strategic communications firm. Responsibilities included:

- Serving as Associate Executive Director for two trade/professional organisations, acting as a member liaison, meeting/event planner and newsletter editor.

### EDUCATION:

**1998** - Johns Hopkins University, USA; Masters of Science in Business (Management Focus)

**1990** - University of Delaware, USA; (magna cum laude); B.A. in Mass Communications (PR Focus)

**Autumn 1989** - Boston University, USA; Journalism/Communications Programme in London

### LANGUAGE SKILLS & INTERESTS:

**Spanish:** basic conversation. **Interests:** yoga, travel, theatre, jazz.