



ABBY PICK

SENIOR FREELANCE MARKETING STRATEGIST

A senior marketing strategy & planning professional with more than twenty years' experience on both agency and client-side. The marketing Yin and Yang. I've spent the last twelve years having the time of my life as a freelance Strategist and Planner for some really big brands. Before that I spent four fabulous years working as Head of Strategy at the largest independent communication agency outside of London. And prior to that, I worked at a senior level at Nestlé, the worlds' largest FMCG food business as Head of Planning and Research. I am a dynamic, creative and collaborative strategist responsible for identifying gems of insight around the shopper, consumer and market which can transform businesses. And I like to think that I am good fun to work with.

EXPERIENCE

Happy Pig Marketing Limited, Director

2011 - now

Freelance Marketing Strategist and Planner working across some much-loved, big-budget FMCG brands and on some budget-focussed, shiny, little new brands. Adding value to marketing, insight, category and shopper projects for: Coca Cola; Nestle; P&G; McCain; PepsiCo, Unilever and Diageo. Sometimes working directly for Brand Marketing teams or with Branding, Advertising and Shopper Marketing agencies. And you have to be good to last this long in the cut-throat world of freelancing.

Principles Communications Group, Head of Strategy Division

2008-2011

Running the Strategy Division of Principles Communications Group (largest independent agency outside of London) and loving it: developing game-changing insight and marketing strategies for Ronseal; first direct; NHS; Symington's, Durex, Seven Seas and a range of other amazing clients.

Nestle Rowntree, Head of Consumer Insight and Planning

2002-2005

Working within the huge Marketing Department & reporting into – ahem – a few Marketing Directors. Responsible for leading a team of seven high-performing Marketing Planners and responsible for the management and strategic implications for all consumer and shopper research – as well as business growing brand and category Planning inputs across the £750m business. And eating too much chocolate.

Nestle Rowntree, Head of Brand Planning

2001-2002

Led the team focussed on Brand Planning within the Marketing function, covering Brand Research and Brand strategy for a portfolio of global and local confectionery brands (including Kit Kat, Smarties, Aero, Quality Street) and led the charge for an impressive programme of market research, based on ever-changing business issues and priorities.

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SKILLS

- ✓ **Getting things done**
Successfully delivering large strategy, research and planning projects across clients including Nestle, P&G, Coca Cola, First Direct, NHS, Morrisons, the Department of Health. Always delivering to time and to budget. And ideally a round of applause.
- ✓ **Solving problems and challenges**
Clear strategic perspective, untangling marketing issues, ability to clarify the complex and a tenacious focus on commercial outcomes.
- ✓ **Taking a creative approach**
Adding ideas, creativity and value to innovation plans; offering inspiring insights; working closely with creative teams and being the proud owner of an inventive brain.
- ✓ **Developing clear, visual plans**
Ability to develop crystal-clear, visual, logical and very persuasive presentations that take everyone on the strategic journey with me. And that are hard to argue with.
- ✓ **A persuasive influencer**
Engaging presentation style, effective communication at all levels of an organisation and well-trained facilitation skills.
- ✓ **An engaging collaborator**
Strong team player; not much of an ego; happy to share my experience, an energising approach and fun to work with.

EDUCATION

University of Newcastle Upon Tyne

2.1 BA (Hons) Economics and Business Management

Including Macro and Micro Economics, Econometrics, Statistics, Business Law, Accounting, HR and final year focus on Advanced Marketing

Guiseley School

4 x A Levels: Economics (A); English Literature (A); Geography (B); General Studies (B)

9 x O Levels (including Maths, English, Spanish, French)

OTHER USEFUL STUFF TO KNOW

Happy Pig Marketing is a Limited Company
Member of Chartered Institute of Marketing
Indemnity Insurance & Public Liability Insurance

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