

Lauren Boniface

DIGITAL STRATEGY
DIRECTOR

CONTACT

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PROJECTS

TEDx Volunteer

Delivering digital strategy workshops for
TEDx Port-of-Spain

Online Branding consultant

I coach creators and creative entrepreneurs
to use digital to promote their business

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Delivering digital strategy workshops for
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I coach creators and creative entrepreneurs
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Art & Music event

I have organised STEP IN, a collaborative
live art and live music event encouraging
guests to discover the Caribbean culture
artists.

PROFILE

With more than 9 years experience in Digital media & content, I have a deep understanding of the digital landscape and brand's challenges. I have started my career managing Facebook Fan pages 8 years ago, and have since grew my expertise in advertising across all digital platform and have also worked on branding and content strategy projects in creative agencies for global brands. Passionate about Art and Culture, I have been focusing on helping creative businesses and cultural events to gain visibility and sales online.

EXPERTISE

- Great presentation skills
- Content Planning and Strategy
- Paid advertising : planning, content, analytics
- Brand Identity & Art direction
- Social Media management
- Languages : French (Fluent), English (Fluent)

EMPLOYMENT

Digital Brand Consultant | Coach | Speaker 2018-Present

Consultant and coach for creators, creative business owners, cultural events and festivals. I help them promoting their services, products and events online by :

- Defining brand and visual identity
- Create a brand story and promotion plan
- Manage online community
- Social media and digital advertising
- Influencers outreach strategy

-CLIENTS : STEP IN (Caribbean live art & music event), DFFRNT ART (Art Event), Gallery OCA.

Content Strategy Director

April 2019 - April 2020

Contract

Cheil UK - Samsung Europe

Working within Samsung's loyalty division across Europe, my role is to increase team's scope of work by redefining the role of Samsung community within the loyalty scheme. My responsibilities includes:

- Gathering insights on the role of modern communities
- Defining role of content to serve communities whilst meeting business goals
- Establish processes and way of working for content planners and producers.
- Audit 3rd party tools

Digital Strategy Director Nov. -Jan. 2019

Contract

Dentsu Aegis Network (Media Agency)

Working on the Heineken Global account on 3 projects

- *Establishing key strategic rules to ensure consistency in planning, creative and measurement globally*
- *Waste Management : identify inefficiencies within the business and advise on strategic ways to improve ROI.*
- *Smart creatives: Identify relevant levels of content personalisation, audit and recommend tech tools*

Digital Strategy Director April -Aug. 2018

Lonsdale Saatchi & Saatchi (Integrated Agency)

My main responsibilities are to lead the strategic output in digital projects and ensure that the team is inspired, making impact and growing on each projects. I put in place processes to deliver high quality of work. I am constantly seeking to implement innovative solutions in the digital space, by sharing knowledge with clients and broader team members. Manage a team of 8.

NEW BUSINESS & DIGITAL BRAND STRATEGY

- Provide strategic counsel, guidance and leadership to clients and teams in the areas of digital branding strategy in digital only & integrated pitches
- Collaborate with Planning and Creative Director to ensure that the creative concept is aligned with the overall strategy and the creative execution is rooted in digital culture, aligned with online consumer behaviour.
- Consult with Senior clients and identify opportunities to grow account and increase revenue (*Increased online revenue by 30%*)
- Write thoughts pieces on digital branding and industry trends.
- Contribute to digital team revenue through new business acquisition

TEAM MANAGEMENT

- Improve and define new digital team structure including recruiting new team members
- Establish and maintain a positive and collaborative team culture
- Develop and deliver digital training and workshop for clients, digital and creative teams
- Evaluate and select tools that reduce time and improve ways of working

MAIN PROJECTS : Angostura, ICC T20 Women World Cup, Toyota TT, Smirnoff, Massy.

Senior Digital Strategist

January 2018 - April 2018

Contract

I have worked as a consultant in Digital Strategy for several clients, in agencies. My role has been to advise them on optimisation and implementation of their digital campaigns.

As a digital strategy expert, my role required to quickly understand the existing process, team structure, and their clients challenges. I advised on opportunities to increase revenue and improve process, whilst improving knowledge of teams and clients.

Senior Strategist

March 2016 - December 2017

Social.Lab @Ogilvy (Social Integrated Agency)

I am the strategist bridging the gap between creative and media teams. I am responsible for creating consumer-first, holistic strategies that integrates social within a broader media landscape for Global & UK advertisers. I define the consumer journey, key messages and KPIs at each stage of the journey, ensuring that the campaign can be measured against business objectives. I make sure that the creative approach is aligned with consumers needs and media behaviours.

- Strategy lead on Nestle SMA on social, ensuring that the launch campaign on social was also integrated across CRM, SEA and blogger outreach activity.
Campaign has outperformed Nestle Benchmark by 16% and has increased positive conversation around the brand
- Collaborate on the creation of global social content guidelines for Nespresso, ensuring that content creators have relevant channel and consumer behaviour knowledge to create hyper relevant content for each platforms and adapted to each audience group whilst staying true to the brand
- Strategy lead on Nespresso Global ensuring that latest ad formats and targeting capabilities are considered , that relevant tracking are implemented to demonstrate campaign success and ROI
*Case study of Nespresso Coffee expertise campaign : [here](#)
Nespresso x amuse campaign : [here](#)*
- Creation of audience personas by integrating several data sources and collaborating with creative and insights strategists with the aim to inform content creation.
- Facilitate clients and teams on-going learnings around social and consumer trends through team sharing sessions and newsletter
- Mentoring of junior strategist
- MAIN CLIENTS: Nespresso, Nestle SMA, American Express, British Airways, Ted Baker, Philips

Social Media Manager

Dec 2014 - March 2016

Carat (Media Agency)

I am responsible for developing campaign strategies that are social at core but can also extend to other media. I partner with Insights and Client service teams to ensure that the strategy is aligned with business objectives and relevant for the audience. I brief and work closely with creative and paid media teams to ensure that teams stay true to the strategic vision when implementing.

Digital Planner

Oct 2013 - Dec 2014

Carat Global (Media Agency)

A large part of my role was to provide digital campaign approach, set KPIs and post campaign analysis to pull insights. I worked closely with the creative agency to ensure that latest digital thinking, and consumer behaviour insights, were considered from the start.

I liaised with media owners and specialist teams to provide advanced targeting options and digital formats.

Digital Executive

May 2012 – Oct. 2013

UM International (Media Agency)

EDUCATION

- **2008/2010 Master Degree in Advertising and Comms Strategy**
ISCOM (Institute of Advertising & Communication) in Paris

References available upon request