



Firuzé French

Creative Experience Strategist

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Career

Born and living in London, I'm a Senior Experience Strategist for a customer experience agency, translating new innovation and trends into actionable CX, content and channel strategies.

14 years of agency experience in creative design, marketing and communications.

6 years experience in CX led strategy, with a focus on digital customer experiences.

3 years experience in personalisation for healthcare.

Solutions-focused, working simultaneously across a range of projects with clients in a fast-paced environment.

Excellent presentation skills both verbally and visually, from storytelling to running workshops, especially to C-Suite audiences.

Ability to fully understand client challenges and develop approaches that deliver measurable impact for their business.

Advanced skills in design software: Adobe Creative Suite, Figma, Sketch.

Strong experience in designing user journeys across the customer experience, with a focus on audience targeting, content and channels.

Experience in successful campaign plans for ABM, omnichannel, social media, and multichannel upsell and retention campaigns.

Ability to define strategies for campaign tools such as Adobe Campaign, Microsoft Dynamics, Pardot, HubSpot and Veeva.

Working experience with all agency departments, capabilities and service areas.

Self-motivated with desire to expand knowledge and experiences.

"A thought leader internally and externally"

Personal

I'm leading the branding for Sambrook's Brewery and have been featured in Beer by Design: The Art of Good Beer Branding alongside Beavertown and BrewDog.

In Nov 2020 I ran an Instagram takeover of @BehindTheScars where I shared the story of my bone cancer and breast cancer to an audience of 57.9k followers, supporting a network of people going through similar experiences.

In 2021, I walked 15 Miles for the Banham Marsden March, raising £1,823 for their Oak Cancer Centre.

Hugo & Cat - A Customer Experience Agency

Experience Strategy

FEB 2021 - PRESENT

Content, channels and marketing strategy, working within B2C, B2B and healthcare to engage customers through omnichannel strategies informed by CX.

KEY HIGHLIGHT

Generating £3.75m for Swiss Re with one ABM campaign strategy.

- Researched and analysed client data to develop strategic plans aligned with objectives and target audiences
- Conducted interviews with sales, experts, and customers to inform insights and build client relationships
- Led client workshops to inform strategic approaches and foster collaboration
- Crafted cross-industry value propositions and communications
- Conducted content audits, developed gap analysis, and defined strategies for diverse business objectives
- Presented strategic findings to C-Suite and stakeholders, ensuring alignment with goals
- Set benchmarks for creative, copy, and UX-led outputs, ensuring high-quality standards and campaign success

Planner

NOV 2019 - FEB 2021

Using data and insights to form creative campaigns and setting the strategy to improve customer experience across multiple channels.

KEY HIGHLIGHT

Developing the social media strategy for STANLEY Tools to create a connected customer experience across channels.

- Led key client engagements, specialising in marketing strategy, lead generation, and research
- Developed detailed audience profiles for versatile use across marketing channels
- Defined comprehensive campaign plans for LinkedIn, email, and web platforms
- Implemented LinkedIn Advertising strategies, including audience creation
- Formulated social media strategies and content calendars for brands
- Collaborated on defining KPIs for social and email strategies with analytics teams
- Optimised campaigns through testing, refinement, and creative adjustments
- Played a key role in new business pitches, proposals
- Planned company events and socials

Client Services

APR 2018 - NOV 2019

Uncovering opportunities, identifying and solving client problems, led thinking and connected customer and audience experiences with business requirements.

KEY HIGHLIGHT

Grew the Stanley Black & Decker and Sony accounts to a combined annual revenue of £4m by extending our services into new areas.

- Proactively identified client needs and business opportunities.
- Contributed to the strategic direction on multiple accounts, working closely with all teams across the agency to identify opportunities for new revenue generation and cross-selling.
- Ensured the voice, ambitions and pain points of the client were understood within all projects
- Built day to day relationships with all client stakeholders
- Proactively managed and optimised multiple programmes of work for clients, and reported accurately on project performance by setting and monitoring KPI's for each account.
- Studied market trends and conducted regular competitor analysis to provide relevant insights to clients
- Produced proposals and negotiated budgets for projects and annual programmes of work
- Supported on new business pitches and proposals
- Managed revenue forecasts and handled all financial administration including job requests, PO processing and invoice processing

Agent3 - An ABM & Technology agency

Creative Lead

FEB 2017 - APR 2018

Overseeing all creative processes within an ABM agency, collaborating closely with the Insight, Strategy and Tech teams to create relevant comms content for our client's customers, with a seamless delivery across multiple channels.

KEY HIGHLIGHT

Developing the customer experience map for Sony Professional Solutions, including the key strategies for each area of the business.

- Designed, implemented and managed new creative services processes
- Enhanced creative delivery processes in line with ABM and personalisation requirements
- Defined creative content and messaging across end to end ABM campaigns to ensure a consistent storytelling approach to personalised marketing
- Planned and led the implementation of creative that delivered the right message to the right customer
- Ensured timely delivery of creative, marketing and digital design projects
- Managed a small team of full-time designers and copywriters as well as freelance and contractors
- Working with Heads of Department to highlight skills gaps to build our full-time team, and our roster of freelancers, contractors and suppliers
- Oversaw creative budgets and drove new business for the creative team
- Ran weekly resource meetings to forecast Creative Studio requirements

Creative Services Manager

FEB 2017 - APR 2018

Developing the Creative Services department for a B2B ABM Start-up, and leading in the creation and delivery of ABM content, creative and campaigns.

KEY HIGHLIGHT

Working with Nokia to produce and storyboard videos and animations for product launches and software updates, one of which became a TV ad.

- Managed deliverables across web, social, video, animation, photography, print and packaging
- Worked directly with clients to define and deliver a variety of creative projects
- Defined and optimised new processes to create content more efficiently for ABM
- Selected, collaborated with and managed freelancers, contractors and suppliers, managing creative projects, resource and schedules as well as contracts and timesheets
- Worked on and managed a number of projects at the same time, pivoting and reacting to business needs, ensuring timely delivery
- Ensured appropriate briefing of project requirements by setting up briefing documentation and internal kick off meetings
- Used my knowledge of creative specialisms to work with Account/Project Managers to advise on best resource planning for their requirements
- Supported on new business pitches and proposals
- Planned company events and socials

Previous roles

Senior Creative Designer

Waggener Edstrom
NOV 2012 - AUG 2013

Creative Designer

Bite Communications
MAR 2011 - NOV 2012

Freelance Designer

Bite Communications, Sarsaparilla
Marketing, Net-a-Porter
SEP 2009 - MAR 2011

