

# Katy Lindemann

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## CAREER TO DATE

### Seemingly Unconnected Ltd - Freelance Strategist

Jul 10 - Present

I'm currently freelancing in order to work with a broader range of agencies and clients and on different kinds of briefs. I really enjoy using smart comms thinking to develop great work that helps to solve business problems, and love the variety of challenges freelancing offers for creative problem solving.

The best bits (so far):

- Consulting for Vodafone Ireland on the development of an overarching digital strategy: defining the roles for paid, owned & earned media; strategic and operational recommendations for the delivery of customer care via social media; and providing a clear digital strategic framework for stakeholders across the business.
- Experience planning and digital product strategy at We Are Friday: creating a vision of the ideal digital banking experience for HSBC Business, and developing prototypes to manifest this vision.
- Working at Profero across a variety of clients & projects – including concept development of iPhone & iPad apps for ASOS, content strategy for Change4Life and devising a global digital strategy for Lipton Ice Tea.

### Naked Communications – Senior Strategist

Jan 08 – Jul 10

I moved to Naked to develop communications strategies for brands across bought, owned and earned channels, moving beyond the 'bought' world of the media agency. Understanding people and what motivates behaviour is one of the most interesting areas of my job, and planning across a number of COI accounts was immensely rewarding. I worked across a mix of retained clients and strategic projects, and led the mission within the agency to ensure that digital thinking was an integral part of our planning and creative process.

The best bits:

- Creating a successful regional test for a partnership-led activation campaign to encourage teens to carry & use condoms for the government sexual health campaign - changing teens' behaviour more effectively than advertising alone had ever been able to do.
- Working with a multidisciplinary team of people to create an expression for Nokia's sustainability vision and a platform to communicate this in an engaging way - winning the 2008 Green Awards Grand Prix for the 'power of we:' programme we developed.
- Building on this internal change programme for Nokia to develop an external-facing social content strategy to enable Nokia to start actively engaging in conversations around sustainability.
- The development of an activation framework to guide the local market application of Vodafone's new 'power to you' positioning – creating toolkits & workshops to help the markets ensure this new positioning lived and breathed through every aspect of their brand communication.
- A 6-month project to develop Vodafone's global CSR ambition, focusing on the World of Difference scheme and devising a programme which would let people get involved on multiple levels – through local community activation, to the development of a charitable tariff. *[in development]*

- Running 'Fit for the Future' workshops for Coca Cola to help their global marketing teams understand how to take advantage of new technology and change the way they practiced marketing, in order to realise the Coca Cola 2020 business vision.

## PHD Media - Media Manager

Jul 04 – Dec 07

I joined PHD as a grad, and spent 3.5 years learning how to be a planner in the whirlwind that was the world of retail, working principally on Sainsbury's, Harrods and Heal's, as well as Simple and Fed-Ex.

The best bits:

- Helping schools to obtain £18m worth of sports equipment through Sainsbury's Active Kids scheme (and winning a Campaign Media Award for Best Retail Campaign in the process).
- Working on the repositioning & relaunch of the Simple brand, which subsequently overtook Nivea to become the UK's biggest-selling facial skincare brand.
- Winning pitches for BMW and Warner Music & Atlantic Records.

## Guardian Newspapers - Planning Assistant & Media Research Analyst

Jan 00 – Jul 00

### INDUSTRY EXPERIENCE

Selected by Mediaweek for '30 Under 30' in 2009

Founding member of the IPA Social collective, developing IPA courses for training in social media

Regular conference speaker, including Advertising in a Social Media World, APG Battle of Big Thinking 09, Social Media 09, Playful 09 & 10, Interesting 09

Guest Lecturer for Bournemouth University Advertising & Communications BA & MA course

IPA Advanced Certificate 2007  
IPA Foundation Certificate 2005

Pass with Distinction  
Pass with Credit

### EDUCATION

Somerville College, Oxford University, BA (Hons) Modern History - II(i)  
Withington Girls' School, Manchester, 4 A-Levels - Grade A

Sep 00 – Jun 04  
Sep 92 – Jul 99

### INTERESTS

Massive geek. I've been blogging since 2000, and was one of the first ever UK bloggers - back when it was still called weblogging and people thought it was a weird fad that would never take off.

Reading. I'm a non-fiction junkie and while away hours browsing Instapaper, leafing through the Sunday papers or making headway on one of the 3 or 4 books I've usually got on the go at any one time.

Yoga. I still can't do a headstand. One day.

### REFERENCES

Available on my LinkedIn profile: <http://uk.linkedin.com/in/katyvindemann/>