

RESUME

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A strategically strong digital professional with twenty years digital marketing experience, I am passionate about delivering revenue growth by empowering teams to deliver effective, creative and profitable client solutions.

As Head of Digital Strategy at Made to Engage, an agency credited by Deloitte as one of the fastest growing technology businesses in Ireland, I worked directly with clients, developing their strategic ecommerce roadmaps and identifying optimisation opportunities within their digital offering.

Working with the founders, I defined the proposition and model for digital marketing, design and user experience. I worked to build out a full service agency offering in Belfast and developed the agency CX process.

As Head of Digital & Creative Services at JMI/CSM, Part of the Chime Group, I had accountability for the Digital and Creative portfolios globally, delivering growth and developing the profitability of the Digital and Creative businesses.

As a Client Partner at POSSIBLE, I worked as a digital adviser to an elite cluster of clients including extremely high-end luxury brands, professional and membership bodies and large corporates.

I am comfortable developing business domestically and internationally, facilitating change within businesses and maximising the effectiveness of teams.

EXPERIENCE AND SKILLS

I have worked across a broad customer base, increasing business, building commercial relationships and improving delivery. Key achievements/projects have included;

At Made to Engage achievements include

- Driving a strategic approach to client engagements. Ensuring a clear client success strategy was effectively understood.
- Owner and champion of the creative, user experience, and marketing proposition within a fast growing agile technology house.
- On-going development of two delivery teams within the Belfast office.
- Development of the collaborative CX agency process.

At JMI/CSM achievements include

- Leading two teams across the organisations two primary locations serving the International and US markets.
- I worked both internally to define and develop the agency creative and digital proposition, and externally with a select group of sponsors and teams within F1, NASCAR, Indycar and Formula e
- Development of two highly skilled teams, one from the ground floor up, the second from a point of loss making at pick up to become the agencies most profitable business unit.
- Redefining, the creative proposition and business model within JMI and building an aligned team across two locations, promoting idea based marketing.
- Development of a studio resource model to follow the sun. Maximising the output and utilisation across the globe, ensuring a 100% delivery against deadlines record for 2.5 years.
- Working with my team to develop and implement a collateral project management approach aligning creative activity to final outcomes or event dates.

At POSSIBLE/Fortune Cookie achievements included

- Developing a portfolio servicing team from the ground up working across a number of domestic and international accounts turning over £3.5m pa in revenue.
- Winning and developing sustainable business from the UK within New York and Ohio, facilitating and establishing the Fortune Cookie US offering. Developing US business from \$0 to \$1.2m turnover in 12 months.

EMPLOYMENT HISTORY

November 2017 to present; Head of Digital Strategy. Made to Engage.

Executive responsibility for the development of user experience creative, and digital marketing capability Delivering strategic input into client engagements. Brand role out and development.

Supporting the development of the London business infrastructure.

March 2016 to Feb 2017; Business Partner. ACT Studios.

Working alongside three business partners to establish a niche technology/immersive imaging start-up.

January 2014 to April 2016; Global Head of Creative Services and Digital. CSM Formally JMI.

January 2013 to January 2014; Senior Director, Digital. JMI.

Sole responsibility within the worlds largest Motorsports marketing agency for defining and delivering the JMI creative and digital proposition. Recruiting and developing digital and design capability within the London and Indianapolis offices. Developing, managing and maintaining a network of partner agencies within the US, UK and offshore to provide a robust delivery capability.

Providing counsel within the agency on all aspects of creative and digital marketing to both clients and internal stakeholders.

August 2012 to December 2012; Client Partner. POSSIBLE.

June 2008 to August 2012; Client Partner. Fortune Cookie.

Running one of the three multi disciplinary delivery teams turning over £3.5m within Fortune Cookie/POSSIBLE, growing the business internationally, establishing and developing the New York USA office as well as developing and servicing, growing profitable accounts.

Mar 2007 to Mar 2008; Associate Director. MediaCom.

Running an account group team within the 'MediaCom Career' business unit, developing new accounts and partnerships. Responsible for developing and managing an account group. Sitting on the business unit management team.

Jan 2006 to Mar 2007; Account Director. TMP Worldwide.

Working largely on the agencies largest single account RBS Group. I was responsible for areas of recruitment from volume to specialist, this role also encompassed the winning and delivery of varied projects from a large business process outsourcing project to niche market research and branding pieces.

Dec 2002 to Jan 2006; Strategic Resourcing Director. TMP Worldwide.

Responsible for: winning, developing and retaining the agencies largest accounts. Tasked with increasing margin and raising the level and depth of account penetration. A key area of responsibility was developing a large public sector account with billings in excess of £7.5m.

June 1999 Dec 2002; Digital Producer. TMP Worldwide.

Responsible for: developing strategies and infrastructure within client organisations, for implementing or improving on-line recruitment strategies. In addition the overseeing of on-line media strategies and the coordination of multi channel recruitment coms.

April 1996 to June 1999; Digital Art Director. TMP Worldwide.

Responsible for: the creative strategy for on-line recruitment interfaces, in addition to the project management of teams of creatives and developers. Projects included work for IBM and CIPD award winning website for the Metropolitan Police.

Feb 1994 to April 1996; Art Director. TMP Worldwide.

Responsible for: the development of creative advertising and campaigns. liaising with Photographers and illustrators, as well as concepting as a member of various creative teams.

March 1993 to Feb 1994 Designer. MSL Advertising.

Designing and art-working creative campaigns

EDUCATION HISTORY

Sept 1990- June 1993 Goldsmiths College. University of London; BA Hons Design Studies

Sept 1989 June 1990 Loughborough Art College; Foundation Course in Art and Design