

E: kasology@msn.com **M:** +44 (0)7949 028 851 **Li:** linkedin.com/in/kassinclair **W:** kassinclair.com

PROFILE

I am a seasoned client lead with over 15 years of experience driving account growth across the creative, experiential marketing, digital, and AdTech industries. Known for delivering exceptional results and cultivating trusting client relationships, I am passionate about business development through strategic and creative solutions that enhance brand experiences.

My approach centres on developing a deep understanding of clients' needs and markets, enabling me to consultatively sell innovative solutions that exceed objectives and drive growth. I excel in client management, identifying new opportunities, and leading cross-functional teams to deliver impactful and creative executions.

Creatively and strategically minded, I inspire teams to push creative boundaries while ensuring attention to detail. I thrive in collaborative environments and am committed to mentoring talent, fostering a culture of creativity and excellence in every campaign.

CORE STRENGTHS

Client Relationship Management • Business Development • Account Growth • Strategic Planning • Solution Development & Problem Solving • Creative Thinking • Pitching & Consultative Sales • Leadership & Cross-Functional Team Management • Project Management

EMPLOYMENT

ENVY-CREATE | Creative Experiential Agency | January 2024 – Present

Role: Account Development Director

Manage a portfolio of global accounts to drive revenue growth through creative brand experiences:

- **Accounts:** Microsoft, Meta, Bandai Namco, Epic Games, Citroën, Ford and Lego
- Delivered high-impact presentations to clients such as Ford and Microsoft, guiding strategic direction and creative execution for large-scale experiential marketing campaigns across multiple markets.
- Spearheaded the development of localised creative strategies for European markets, ensuring brand messaging was culturally relevant and resonated with diverse audiences in countries like the UK, Germany, France, Spain, and Slovenia.
- Collaborated closely with creative, management and production teams to track and report on campaign performance, offering detailed insights on ROI and strategic recommendations in post-campaign presentations.
- Managed cross-functional presentations with media vendors and stakeholders from different countries, ensuring seamless integration of local and global insights into cohesive strategies.

Achievement:

Led the launch of Ford's European flagship EV, the Explorer, through a number of high-profiled events, influencer and brand experiences. This led to securing Ford's largest media drive experience.

CAPTIFY | Creative & AdTech Company | May 2022 – June 2023

Role: Group Strategy Director

Managed the development of a portfolio of clients, overseeing retention and growth, and delivering £4m+ in creative and digital solutions annually:

- **Accounts:** Samsung, Unilever, eBay, Disney, The North Face, Timberland, and GSK
- Regularly developed and presented quarterly business reviews and innovation workshops to global clients, ensuring alignment of strategies and showcasing campaign performance metrics and key growth opportunities.
- Developed and led the delivery of first-to-market digital solutions for client portfolio, driving YoY revenue growth through innovative strategies and cutting-edge technologies.
- Analysed market specific performance data and crafted concise, visually compelling reports to present recommendations for optimising media strategies across diverse global markets.
- Provided strategic leadership to the account management and wider team, ensuring cohesive interdepartmental collaboration across creative, SaaS and Managed Service campaigns.
- Kept abreast of industry trends, emerging technologies, and competitor activities to provide strategic recommendations to both junior and leadership teams.

BRAIDR | AdTech Company | Jan 2022 – Mar 2022 (Short-term)

Role: Client Solutions Director

Established relationship strategy and processes to drive pipeline growth and management:

- Devised a two-pronged strategy for immediate revenue capture and long-term pipeline growth.
- Introduced automated prospecting and account-based marketing plans, reducing reliance on larger sales teams.
- Collaborated with Marketing to establish a thought leadership content strategy, amplifying awareness of Braidr's services.
- Designed CRM platform and processes to support client relationship management, solution development, and deployment.

7TH MINUTE | AdTech Company | Jun 2018 – Dec 2021

Role: Client Solutions Director

Pioneered client solutions strategies, fostering partnerships with media agencies, broadcasters, and advertisers:

- Securing preferred supplier status through developing partnership relationships with procurement and senior management across media agencies, advertisers, and broadcasters.
- Led creative executions and built strategic partnerships to leverage the company's AdTech solutions, delivering exceptional campaigns and brand experiences.
- Developed innovative applications of the company's technology and services to grow existing business and generate new demand across Technology, Retail, Automotive, and Sports brands.
- Led client communications, including strategy sessions, AdTech reviews, project reports, and QBRs.

Key Achievement:

- Secured access to high-spending brands by establishing partnerships with key decision-makers at broadcasters, independent agencies, and Media HoldCos including GroupM, Omnicom, and Publicis.

MPORIUM | Media Technology Company | Aug 2016 – May 2018

Role: Account Director

Focus: Managed and grew a portfolio of clients, spanning media agencies and advertisers.

GRAPHIC ALLIANCE | Creative Agency | Oct 2013 – Jul 2016

Role: Account Manager

Focus: Managed a portfolio of luxury eCommerce clients, oversaw Creative and Development teams.

EDUCATION

DE MONTFORT UNIVERSITY | Sep 2003 – Jun 2006

BA Honours: Advertising & Marketing Communications

PERSONAL INTERESTS

For the past ten years, I've been studying martial arts at MD Martial Arts Academy, and for the past three years, I've been teaching foundation-level classes for teenagers and adults.

Outside of work and training, I enjoy unwinding with quality food, exquisite drinks, and great company. When possible, I indulge in festivals, travel, exploring new cultures and dabble in anything creative.

- Further employment history and references available on request.
- Testimonials available [here](#).
- Case studies available [here](#).

SAMSUNG

Microsoft

Lenovo



BANDAI NAMCO

Nintendo



Ford



NBA

Disney

itv

CÎROC



barclaycard

Unilever



ebay

Boots



Timberland