

CHARLOTTE CRAMER

www.charlottecramer.com | +1 (415) 401-5671 | charlottecramer@me.com

EXPERIENCE | BEYOND, SAN FRANCISCO: Digital Agency

Strategist (Digital Product): 03/2015 – Present

- Relocated from London to San Francisco to take on this position
- Leading product strategy and roadmap on Google for Entrepreneurs and Google.org's digital products based on conducting global qualitative research
- Coordinate needs and direction across research, UX, design and development disciplines
- Advise our London office on agile development of their internal product, Looper (an iOS running app), by conducting research and designing MVP's to rapidly test assumptions and iterate the product's proposition
- Designed and launched Beyond San Francisco's internal Social Impact hub: Beyond Good

UNIVERSITY OF THE ARTS, LONDON: BA (Hons) Advertising

Associate Lecturer: 11/2015 – Present

- Invited to run workshops and lecture on Creativity for Social Impact and Social Innovation
- Sharing my expertise of the industry and bringing relevant, current knowledge to undergraduate university students

VICE MEDIA LLC: Vice's in-house Creative Agency

Digital Strategy Consultant (freelance): 10/2015 – 02/2016

- Appointed to lead day-to-day Digital Strategy on Dove
- Responsible for developing social-content frameworks for our global client to deploy into local markets
- Working with Dove's research, PR and web development agencies to ensure strategic alignment and optimisation
- Pro-actively pitching a creative execution of our strategic recommendations which resulted in a pitch win

MAIDO: Digital Agency

Lead Creative Strategist (Digital): 07/2015 – 10/2015

- Leading the Creative Strategy offering in this boutique digital agency
- Organising cross-disciplinary workshops with designers and UX Strategists with Google and Mindshare
- Pro-actively seeking new business and building Maido's connections in the industry

PROTEIN: Creative Agency

Creative Strategist: 12/2014 – 07/2015

- Leading the Creative Strategy department managing and training a team of three Creatives
- Working with the Insight team to design and commission research and translate their qualitative and quantitative output into actionable insights that brands can leverage to achieve their objectives
- Organising cross-disciplinary workshops and running a number of global pitches
- Cannes Young Lions Media Award shortlist for an innovative media brief on NSPCC

J.WALTER THOMPSON: Advertising Agency

Strategist: 05/2013 – 12/2014

- Working across Brand Planning, Digital Strategy, and Business Strategy
- Designing qualitative and quantitative research
- Managing and directing Social Media Managers and Creative teams
- Shaping 2015 strategy for Bayer brands covering brand and product positioning through to digital implementation including SEO, SEM, social and content strategy
- Set up 'Hummingbird' an internal program of events at JWT established to educate the broader agency about digital innovation and technology

MOTHER: Advertising Agency

Intern Strategist: 06/2012 – 12/2012

- Responsible for conducting research groups for multiple brands which involved: writing discussion guides; analysing responses; and delivering these as actionable insights to creatives and clients
- Conducting multiple competitive reviews and presenting strategic opportunities internally
- Worked closely with the CSO on shifting Boots' brand strategy and implementing it into 2012-2013 campaigns
- Conducted primary research to define five-year fundraising strategy for The Old Vic

PROJECTS | CRACK + CIDER: A shop for the homeless

Co-Founder: 10/2015 - Present

- Identified that although people want to help the homeless they don't feel comfortable handing over cash
- Designed and launched a shop where people can buy useful items which we then distribute to homeless people
- Launched San Francisco location in partnership with The Tenderloin Museum
- With only £614 of startup costs we sold over \$100,000 in our first year
- Praised by The Huffington Post, BBC News, The Evening Standard, Mashable and many more for our "pioneering approach" and "a more human way to help"

GLOWAWAY.CO: An innovative solution to children's fear of the dark

Co-Founder: 11/2013 – 06/2015

- Assessed competitiveness of solutions to children's fear of the dark and identified market opportunity to create Glow Away - the first "magical blanket" for kids that lights up at night
- Developed a business plan to analyse and present data from market research to obtain \$20K in funding from Virgin Startups, securing us a meeting and mentoring session with Sir. Richard Branson
- Recruited and led global team of six to design, manufacturer, and launch final product

SPEAKING/AWARDS | SXSW: (scheduled) March 2017

Invited to run the Humanitarian Design Summit at SXSW in partnership with Google.org

TEDx: (scheduled) April 2017

Speaking about social innovation

TATE MODERN : (scheduled) April 2017

Speaking about disruptive ways to address the issue of homelessness

CANNES EUROBEST: November 2016

Speaking about social innovation

IPA WOMEN OF TOMORROW: February 2016

Shortlisted in the 'Strategic' category

YOUNG DIGITAL LEADERS AWARD: August 2015

Winner of Strategy Consultant of the Year award

EDUCATION | UNIVERSITY OF THE ARTS, LONDON

BA (Hons) Creative Advertising Strategy: 2009 – 2012

- First Class Degree with Honors (equivalent to GPA 4.0)

ST MARGARET'S SCHOOL

A-Level's: 2007 – 2009

- Biology (C), Psychology (A), Economics (A)

GCSE's: 2005 – 2007

- Science (AA), English (A), Geography (A), IT (A), Math (A), English (AB), Art (A)

VOLUNTEERING | SXSW ECO: Austin, USA

Event volunteer: 10/2016 - 10/2016

GLIDE: San Francisco, USA

Soup Kitchen breakfast help: 04/2016 – Present

GROW MOVEMENT: Uganda, Africa

Volunteer Business Consultant: 06/2015 – 02/2016

WESTMINSTER COUNCIL: London, UK

Volunteer Mentor and career coach: 05/2013 – 05/2014