

BETH H. FREEDMAN

42 Weston Park • London • N8 9TJ • United Kingdom

mobile: 07583 727254 • website: www.bethfreedman.com • email: bhfreedman@gmail.com

EXPERIENCE

Saatchi & Saatchi (*London, UK*)

November 2015 - Present

Business Leader, Toyota Motors Europe

- Leading the integrated service team (creative, media, digital, production) which delivers all European brand strategy, ATL and BTL campaigns, editorial and website content to 30 markets.
- Oversee core team of 10 direct reports in London, with dotted-line oversight over an additional multi-discipline team of 25+.
- Responsible for managing and utilizing resources across European Saatchi /Toyota network to ensure a balanced, 'European' approach to both strategy and creative.
- Fiscal responsibility for delivering revenue targets to both Saatchi London and across other Saatchi/Toyota markets.
- Responsible for cross-selling Publicis Communications solutions into Toyota.

Fallon London (*London, UK*)

August 2013 – November 2015

Head of Account Management

- Oversaw department of 10 account management staffers working across 8 businesses.
- Led day-to-day integrated agency efforts for **Mondelez (Cadbury, Gum & Candy)**, **Kerry Dairy**, **Benecol**, and **Alzheimer's Society**.
 - Results:
 - Led new business team that won Alzheimer's Society in June 2014 and Benecol in March 2015
 - Grew Alzheimer's Society business an additional 15% by negotiating out-of-scope projects
 - Increased Benecol remit by adding UK-market assignment (+40% revenue gain vs original Benecol contract)
 - Strong performance for Fallon Cadbury campaigns:
 - In 2013 Cadbury Christmas grew in sales value +10.4% and in share by +2.4 points
 - In 2014 Cadbury Easter brands grew share +47% vs YAG
 - Achieved higher likeability scores for 2014 Cadbury Dairy Milk advert than Audrey/Galaxy and John Lewis/Bear and Hare
 - 2014 Cadbury Dairy Milk campaign won Mondelez's global 'best integrated marketing campaign' internal award

Fallon (*Minneapolis, MN*)

June 2010 – August 2013

Group Account Director

- Led integrated agency efforts for **The Cosmopolitan of Las Vegas** (hotel/casino), **Charter Communications** (cable/internet provider) and **SPIKE TV** (cable network)
 - Results:
 - Record-setting Q4 '11 and Q1 '12 business results for Charter. Q1 '12 was first growth quarter for video acquisition in five years and growth continued in Q2 and Q3.
 - From 2011-2013, The Cosmopolitan led the Las Vegas market in ADR and was #1 or #2 in occupancy despite refusal to discount rates.
 - Awards:
 - 2012 Silver EFFIE winner for Cosmopolitan
 - 2012 Silver Clio for Cosmopolitan TV "Let Me Go" (Music - Adapted)
 - 2012 Cannes Lions, Short List, Cosmopolitan (Press)
 - 2011 Gold Jay Chiat Planning Award recognizing Fallon's brand strategy for The Cosmopolitan
 - 2011 Cannes Lions, Short List, Cosmopolitan (Film Craft)

- Oversaw digital efforts for **H&R Block** 2012 tax season, and media planning/buying efforts for **USA Network's** 2011 new/returning show launches.
- Guest lecturer at Iowa State University (undergraduate Advertising major classes)
- January 2013 - ADDY judge for the Orlando region of the American Advertising Federation

Arnold Worldwide (*Arlington, VA*)
Vice President, Group Account Director
Director of New Business Development

February 2008 – May 2010

- Oversaw award winning and results driving work for **The Bahamas Ministry of Tourism** and **Colonial Williamsburg** brands. Led a fully integrated team including Creative, Digital, Business Analysis, Brand Planning, Promotions and Media.
- Produced Television, Print, Outdoor, Collateral, Promotions and Digital (Website, Display, Mobile, Social)
 - 2009 offline production received 2010 Regional Gold and Silver ADDYs for work done in Radio, Print and Outdoor
 - Digital work garnered a 2010 Web Marketing Association award for Outstanding Website, a 2009 Web Marketing Association award for Outstanding Achievement in Web Development (Travel Standard of Excellence) and a 2008 Gold ADDY award for Design
- Led complete multi-channel Digital strategy creation and program execution for The Bahamas including full brand site rebuild, continued brand site maintenance /development, build and launch of two promotional microsites, full eCRM program, social media plan, and e-commerce planning
 - New website experienced significant YOY increases in page views, account registrations and revenue per package booked for 12 consecutive months post-launch
- Negotiated \$1.5MM+ in incremental, out-of-scope fees for both Digital and Offline projects during 2009-2010
- Ran new business development during final six months of engagement with Arnold, resulting in a win and two appearances in final pitch presentations out of three RFIs responded to.

MPG/Arnold (*Arlington, VA and Boston, MA*)
Vice President, Media Account Director

December 2004 - February 2008

- Provided strategic leadership for a portfolio of national and local clients including **McDonald's**, **Bahamas Tourism**, **USA TODAY**, **Blue Cross Blue Shield**, **Trex**, **Colonial Williamsburg**, and **Children's National Medical Center**
- Oversaw the media planning and buying operation in the DC office of Arnold Worldwide
 - Managed full slate of media service offerings, both locally and integrated from across a multi-agency network, including local and national broadcast buying, interactive planning/buying, direct response, promotions, research, modeling, and analytics
- Managed an integrated eight (8) member multi-office team of online and offline planners and buyers - five (5) direct reports in DC and three (3) in Boston
- Handled all media involvement for new business pitches run by the DC Arnold office
 - Led efforts in \$15MM+ in new business wins during tenure in position - CareFirst Blue Cross Blue Shield (2005), Trex (2006), and The Bahamas Ministry of Tourism (2007)
- Coordinated all support and training for Arnold and MPG staff in media research tools and resources
- Represented MPG in DC market with regular speaking engagements to local media, advertising networks, and through guest-lecturing at local universities and high schools

Freelance Media/Marketing Consultant (*Washington, DC*)
Greater Washington Publishing, Inc.

February 2004 - December 2004

- Engaged to research, write, and present proposal/business plan to the Washington Post to publish a new bi-monthly luxury living magazine (*Washington Spaces*)
- Engagement extended to execute approved business plan, including design of the publication, consumer research, hiring of the sales and editorial staff, writing of all marketing materials, and creation/execution of a distribution plan
- Magazine premiered 10/18/04, at 224 pages (60/40 edit-to-ad ratio) and 80,000 regional distribution

Hammer Communications

- Engaged to create and build the Media Services department to make Hammer a full-service advertising agency
 - Negotiated all broadcast (spot network, cable and radio), print (newspaper and regional magazines) and out-of-home buys during start-up period

The Advisory Board (*Washington, DC*)

March 2003 - January 2004

Associate Director, New Business Development

- Marketed healthcare research and leadership training programs to C-level hospital executives
- Participated in product research, development and roll-out
- Closed \$500M in new business in 10 months

Bozell New York (*New York, NY*)

June 1999 - February 2003

Associate Media Director

- Managed \$90MM in CPG (Toiletries/Cosmetics) category billings for the **Andrew Jergens Company** group of brands (**Ban, Bioré, Curél, Jergens, Andrew Frieda Haircare**)
- Additional Category Experience: Luxury, CPG (Food), Publishing, Financial Services, Digital, Travel.
- Brands: **Hermés, Duncan Hines, The New York Times, MassMutual Financial Services, APBnews.com, Fodors Travel Publications**

Griffin Bacal/Optimum Media (*New York, NY*)

June 1997 - May 1999

Media Planner

- Category Experience: Kids/Family, Television/Entertainment
- Brands: **Hasbro Boy's Toys and Vehicles (including Tonka, GI Joe, Transformers, Jurassic Park), Discovery Zone Entertainment Centers, Hallmark Entertainment (Television Movie/Miniseries promotion), Court TV (Cable channel)**

EDUCATION

University of Virginia

May 1997

BA, Political and Social Thought, Minor in Sociology