

LOGAN SMITH

logan@logandsmith.com

SUMMARY

- Experienced digital marketing, CRM and ecommerce consultant who has helped brands navigate digital transformation across US, EMEA and APAC.
- Expertise in developing strategy and execution for consumer-centric marketing campaigns to build brand equity and acquire and retain new users.
- Experience in developing digital analytics and media measurement frameworks and KPIs aligned to business objectives.
- Excellent internal and external communication skills, enabling strong partnerships with cross functional, agencies and strategic partnership teams.

EXPERIENCE

APAC Consumer Experience & Connections COE Lead
Abbott Nutrition

Sept 18 – Ongoing
Singapore

- Digital, CRM, media and ecommerce lead for Similac, Grow, PediaSure, Ensure and Glucerna.
- Leading digital transformation by partnering with stakeholder to build capabilities by embedding holistic digital and consumer first thinking and the implementation of MarTech and AdTech (e.g. Salesforce.com, Campaign Manager, Ad Verification).
- Developed CRM and performance marketing strategies delivering +20% YoY growth of new user acquisition and retention, improving CRM sales by +24% in 2020.
- Partnering with regional and Affiliate teams to develop multi-channel, data-driven marketing campaigns through audience-driven strategies that put the healthcare professional to consumer journey at the heart of planning to develop relevant content across touchpoints.
- Developed and implemented digital media framework and measurement approach and partnered with Affiliate teams to implement for digital effectiveness on ROI, lead acquisition and conversion on ecommerce.
- Responsible for automating digital and CRM measurement with a focus on digital attribution modeling, new user acquisition, conversion rates and retained users.
- Partnering with ecommerce teams to drive marketplace optimizations across content, promotions and rating and reviews fueling +68% YoY growth in 2020.
- Leading the development of joint business plans with platforms such as Google, Facebook, Shopee and Lazada to unlock strategic benefits for the business.

Strategy Director, Digital
Edelman

Jun 18 –Sept 18
Singapore

- Lead digital strategy development for existing client and new business.
- Developed regional and local B2C campaigns for clients such as *Blackmores*, *Unilever* and *HOOQ* and B2B campaigns for *HP Graphic Solutions Business*.
- Lead digital strategy development for new business, which turned into successful wins.

Digital Strategy Lead
MullenLowe

Oct 16 –May 18
Singapore

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- Lead the development of global and regional digital campaigns for *Unilever* (Knorr, Clouseup), *FrieslandCampina* (Optimel, YoMost), *AzkoNobel* (Dulux) and *J&J* (Dr.Ci:Labo).
- Created the agency's digital agenda and vision through transformative thinking on client briefs and growing digital capabilities in strategy and creative.
- Successfully grew revenue and the roster of digital clients from ad hoc projects to five retained clients through new business and identify opportunities on existing clients.
- Embedded data and analytics into strategy development and creative briefs by training team members on tools such as NetBase, GWI, eMarketer and Adwords.

Digital Account Director, Consumer Marketing
Weber Shandwick

Apr 15 –Sept 16
London, UK

- Provided digital and content marketing counsel for *Unilever All Things Hair* brand publishing ecosystem, a globally successful haircare platform addressing consumer search.
- Launched the *Get It Right from a Genuine Site* anti-piracy campaign, backed by MPAA and BPI, which proved to change piracy behaviour amongst teenagers in the UK through strategic partnerships with SBTv and BuzzFeed.
- Developed digital and influencer strategies for *Nespresso* on its CSR initiative, *The Positive Cup*, and global *What Else?* brand equity campaigns.
- Contributed to new business by leading pitch teams and oversaw five digital experts.

Digital Account Director
Edelman

Oct 11 –Mar 15
London, UK

- Led the Global *Unilever* Masterbrand account, by providing ongoing strategic digital counsel, crisis monitoring, measurement and on campaign development including the launch of Unilever's Cannes Lions winning, CSR initiative, *Project Sunlight*.
- Created the digital strategy for the Unilever brand publishing team during a six-month secondment, which used predictive analytics to identify insights for content creation.
- Coordinated measurement frameworks, working closely with Unilever's consumer marketing insights team to track Unilever's position in the sustainability conversation.
- Led the social strategy development for global brands, such as *Lipton*, *AXE* and *TONI&GUY*, including campaign activations such as *TONI&GUY* at Fashion Week.
- Responsible for managing and up-skilling three junior members of the team.

EDUCATION

King's College London

January 2012

Master of Arts, Cultural and Creative Industries, Merit

London, United Kingdom

University of Florida

May 2009

Bachelor of Science in Journalism, Cum Laude

Gainesville, Florida, USA

SKILLS

Proficient in Microsoft Office, Salesforce.com, CMS applications (Adobe Experience Manager, Percolate, Celtra and Hootsuite), social listening tools (Sysomos, NetBase and Radian6), analytics platforms (GWI, eMarketer, Google Analytics, Facebook and YouTube Insights)