




Clare Johnston

Creative Problem Solver

 **email**
me@clarejohnston.net

 **phone**
917.828.1022

 **linkedin**
linkedin.com/in/clarejohnston1

HELLO

Problem solving is my jam.

I'm a Scottish lass, with barely an accent, based in NYC, with over 15 years of digital experience. Leading teams to solve problems is one of my core strengths: from solving a complex business challenge with the right strategic and creative approach through to crisis management. I am looking for a role that builds upon my experience, while enabling me to work with exciting brands that focus on creative solutions with tangible results.

EXPERIENCE

MAY 2016 - PRESENT

Group Account Director Publicis, New York

Publicis are the AOR for Citibank since 2006, managing the credit cards loyalty work since 2015. I oversee the Rewards platform work for US and Global markets, with a multimillion annual budget and dedicated team, focused on incremental improvements and optimization of the digital customer experience.

Day to Day:

- Managing a team of account and production staff, providing oversight on multiple projects and streams, ensuring teams adhere to brief, hitting financial and timeline goals
- Delivering strategic client presentations and providing recommendations that are concise, insightful and on point
- Management and mentorship of account staff, developing team members through training and identifying areas for growth

Key Achievements:

- Identified efficiencies in project processes to create a more cost effective and stringent project flow to reduce churn and time to launch
- Rolled out Global Rewards platform redesign over 2 year period to 10 markets & 5 languages

Key client: Citi

NOVEMBER 2014 - MAY 2016

VP Account Director Blue Fountain Media (BFM), New York

BFM is a high-intensity, high-volume agency that requires equal parts attention to a sophisticated production process, equal parts focus on creating intelligent experiences for end-users. Leading multiple accounts, projects and teams, I was responsible for managing all types of digital work - from retained, full service marketing and website builds, to rapid one-off projects.

Day to Day:

- Guide the client discovery, strategy, information architecture, user experience, and design phase of major web projects
- Manage global teams of developers to execute specification to the highest-level of quality
- Convert one-off relationships to long-term retainer contracts

Key Achievements:


- Rolled out new web architecture and design for highly-scaled sites like The New School and New York University
- Re-envisioned and launched brand's complex e-commerce platform with a four-month turnaround

Key clients:

The New School, NYU, Le Moyne College, Seamless, Juice Generation, ExeculSearch



 **email**
me@clarejohnston.net

 **phone**
917.828.1022

 **linkedin**
linkedin.com/in/clarejohnston1

It. Keeps. Going.

EXPERIENCE

AUGUST 2012 - NOVEMBER 2014

Account Director
Bite DA & Bite, New York

Bite, a traditional PR & communications firm, acquired Bourne in 2012 to create an integrated marketing services offering. I was involved in the assimilation of staff and Bite's PR clients to help extend the range of services, as well as managing the agency's digital client roster and sales pipeline.

Key Achievements:

- Winning and managing new client accounts outside of the agency's typical specialisms
- Standardization of new business presentations and proposals to ensure agency wide brand consistency, positioning and a format to help wow and win new business

Key Clients:

Dell, Verizon, Taubman, GoDaddy, Plantronics, Xerox, MetLife, Actifio

SEPTEMBER 2009 - JULY 2012

Account Director
Bourne, New York & Glasgow, Scotland

Working with Bourne since start-up, I was part of building the company and establishing successful working relationships with key clients. Given the initial agency size, I was involved in all aspects - from compiling reports and analysis to brainstorming new ideas that helped build the client portfolio and grow business.

Key Achievements:

- Launched multiple pan European websites for global print providers, Ricoh, including 21 local variations in 15 languages
- Successfully produced and launched a new site for one of the world's largest Talent Management Solution providers, in just 3 weeks

Key Clients:

Ricoh, Dell, Microsoft, Royal Caribbean, McAfee, Symantec, Canon

JULY 2008 - SEPTEMBER 2009

Senior Account Manager
Curious, Glasgow, Scotland

While at Curious – a digital B2B and technology specialist – I worked with the planning team to develop insightful and effective strategies, ideas, campaigns and applications. Overseeing the team, I helped deliver a number of major projects which integrated one cohesive idea across offline and online channels.

Key Achievements:


- Initiated and ran mixed B2B/B2C affiliate program, including recruitment, incentives, reporting and ongoing maintenance
- Launched and managed 2 PPC campaigns, achieving an excellent ROI
- Established traffic, briefing and general working practices to help improve workflow and project processes

Key clients:

Next, Office Shoes, AVG, Pitney Bowes, Kwik Fit Insurance, Britvic



 **email**
me@clarejohnston.net

 **phone**
917.828.1022

 **linkedin**
linkedin.com/in/clarejohnston1

But wait, there's more.

EXPERIENCE

MARCH 2004 - JULY 2008

Account Manager

Equator, Glasgow, Scotland

At Equator, there is a fast learning curve. Barely in the door, I was managing the yearly email strategy for two of the agency's major clients with big revenue targets to meet.

Key Achievements:

- Owned £2m/year account with big revenue targets across all online channels
- Ran 7 clients' email marketing campaigns, sending over 10 million emails exceeding target response rates and industry averages
- Launched and continued to manage 15 medium to large scale websites over 3 years

Key Clients:

Audi, Staples, Haven Holidays, Pretty Polly, Aristoc, Highland Spring, Wickes, Bhs, Hackett

INDUSTRIES



B2B



TRAVEL



LOYALTY



RECRUITMENT



TECHNOLOGY



TELECOMMS



RETAIL



EDUCATION



FINANCE



MANUFACTURING



CPG



REAL ESTATE

+ MANY MORE!

TOOLS

- Microsoft Office
- Adobe Creative Suite
- Smartsheets & other productivity tools
- Content & eCommerce management systems
- Analytics platforms & tracking
- CRM/Marketing automation software
- ADA Compliant trained & certified

SKILLS

- Leadership
- Project management
- Presentations
- New business
- Online marketing
- Team mentorship
- Organized & detail obsessed

EDUCATION

THE GLASGOW SCHOOL OF ART

1999 - 2003

BA (Hons) Visual Communication

REFERENCES

Available on www.linkedin.com/in/clarejohnston1

Additional references available upon request

AND WHEN I'M NOT AT MY DESK

Being a former art student, I enjoy all things creative. I'll often look at something and try to work out how to make it myself. I've made my own furniture, clothes and jewelry and am unfazed by sharp power tools. Working in a fun and creative environment helps spur me on at work and play. My favorite time of year is when there's a coating of snow on the ground as I'm a keen snowboarder, but not a great one. I like two of everything: I have twin babies and twin cats.