

ABOUT ME

I have been doing this almost for a decade now. I haven't won awards but, I have participated on launching products. building content hubs and developing campaigns for TV, BTL or digital. I don't write any newsletter but, I read a lot of stuff from people who write newsletter and books.

Eventhough I haven't won any prize or written a newsletter, I have guest taught lectured and spoken in a bootcamp and a Master's degree.

There is a lot I'm not good at (in case you're wondering this) but, strategy work is what I've spent the majority of my adult life practicing.



FREELANCING

FUZE TEA Studio X AMS	Product Positioning
SAIB VML SAUDI	Category Audit
NOVUS Gamba Agency BER	Brand Positioning
OXFAM Buzz MN	Creative Brief & Campaign strategy oversight
VUSE Ogilvy AMS	Shopper Strategy
CaixaBank XPERIENCE The Creative	Campaign Comms Strategy

And more to talk about but some are still ongoing.
Happy to talk about most further upon request.

FORMER FULL TIME ROLES

NTT DATA Strategic Planner	2023
McCann Strategic Planner	2021 – 2023
DoubleYou Strategic Planner	2019 – 2021
Ogilvy Strategic Planner	2017 – 2019
Spanish Embassy Comms Dept.	2016 – 2017
BBDO Creative Copywriter	2015 – 2016

EXTRA INFO

Anais has been a hardworking and enthusiastic employer. She puts a lot of love and effort in everything she does. Her curiosity, ability to 'dream' and her passion for creative strategy has made her an important member of our planning team.

YUDA SAGMAN



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