

GRETA BROWN

Account Director | Advertising & Brand

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Right to work: Full right to work in the UK (Youth Mobility Scheme visa)

PROFILE

I am an Advertising Account Director with four years' experience delivering award-winning national brand and campaign work - recognised at the Effie, AXIS and NZ Marketing Awards - for government, sport, corporate and not-for-profit clients in New Zealand. I have led multi-stakeholder campaigns from strategy through to delivery, managed budgets and end-to-end client relationships, and partnered closely with creative teams to shape effective, brand-building work. I am now based in London and am looking to bring this experience to the UK market.

PROFESSIONAL EXPERIENCE

EightyOne, Wellington, NZ - Account Director

Nov 2021 - Present

- Managed a portfolio of national government, sport and corporate clients, delivering integrated campaigns spanning advertising, digital, video, photography, web and experiential/activation work.
- Built client relationships from single briefs into long-term, multi-year retained partnerships.
- Owned client budgets end-to-end - forecasting, tracking spend, invoicing and reporting, with a working understanding of account-level P&L.
- Partnered with creative teams to write briefs and shape creative strategy, translating client objectives into effective campaign ideas.
- Built deep working knowledge of client businesses to inform commercial and brand recommendations.

KEY CAMPAIGN HIGHLIGHTS

Meridian Energy & Powershop - Major NZ Energy Retailers

- Delivered brand and awareness campaigns building on established brand equity.
- Ran tactical campaigns against short-term retention and acquisition targets, balancing brand and performance objectives.

New Zealand Police - National Police Force

- Built a trusted client relationship from the ground up, producing multi-channel content across the account.
- Led development of a national recruitment campaign for the force.

Sport New Zealand - National Sport and Recreation Agency

- Relaunched the "Push Play" campaign after a 20-year hiatus, reintroducing a nationally recognised platform encouraging everyday physical activity.
- Delivered a national awareness campaign for Women in Sport, giving female athletes at all levels a platform to celebrate their achievements.
- Supported delivery of a brand campaign for the Football Ferns (New Zealand's national women's football team) around the FIFA Women's World Cup, showcasing the team on home and world stages.

MBIE & FIFA - FIFA Women's World Cup 2023

- Supported delivery of fan engagement and attendance campaigns for the FIFA Women's World Cup as host nation, working with the Ministry of Business, Innovation and Employment (MBIE) and FIFA.

New Zealand Rugby - All Blacks & Black Ferns

- Delivered "Like a Black Fern," a brand-building campaign that grew profile and support for the Black Ferns across TV, digital and social, from brief through creative development to delivery and ongoing management.

Women's Refuge - Safe Nights Platform

- Delivered ongoing work on the Safe Nights platform for Women's Refuge, New Zealand's largest nationwide family violence support organisation, contributing to a body of award-winning campaign work.
- Delivered the 2023 "17,680 Nights of July" appeal, which raised 26,219 nights of funded accommodation (over NZD \$500,000) - nearly double the prior year's result and the most successful fundraising month in Women's Refuge's history.

SKILLS

- Client & stakeholder relationship management
- Campaign & project management
- Budget & financial management (forecasting, P&L, invoicing, reporting)
- Creative brief development & creative strategy
- Brand strategy, consumer insights & emerging trend analysis
- Cross-functional team leadership
- Contract & commercial awareness
- Tools: Google Workspace, Microsoft Excel, Streamtime (agency project & resource management)

EDUCATION

University of Otago, NZ - Bachelor of Commerce

2019 - 2021

Majoring in Management, minoring in Sport Development and Management.