

Fiona Harris

Account management through and through.
Love the hustle and creating work that works.

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EXPERIENCE

1000heads, Word of Mouth Agency, New York

Senior Account Director Jan 2019 – Present

- **Lead Account Management** with one other SAD, with a focus on internal client growth and new business
- **Lead Google account**, Pixel Strategy (helping inform clients marketing briefs), Pixel (#teampixel), Nest & Waymo Influencer programs and Superfans loyalty program
- Launched 2020 **OPI advocacy program** & 2019 **Spectrum social** campaign
- Led **ARM & Elomi** while another SAD was on maternity leave

1000heads, Word of Mouth Agency, New York

Account Director Apr 2018 – Dec 2018

- Joined the agency to run the newly won Google account **and grew it to become the largest account at the agency (globally).**

R/GA, Digital & Social Agency, Sydney

Account Director Sept 2017 – Dec 2017 (*Freelance*)

- Led the Telstra TV (telco) digital and social arm of the **new product campaign launch**
- Completed a **seven-week client-side secondment** within the Telstra marketing team to implement a new “How-to Videos” program ([YT Playlist](#))

Saatchi & Saatchi, Creative Agency, New York

Account Supervisor April 2015 - June 2015 (*Saatchi Switch Program*)

- Selected (one of 10 people globally) to be a part of the “**Saatchi Switch**” program, where I left my Sydney role for New York for 3 months
- Worked primarily on **CPG account, Mead Johnson** (Enfamil), to launch their TV campaign

Saatchi & Saatchi, Creative Agency, Sydney

Intern to Account Director Oct 2011 – July 2017

Account Director May 2017 – Jul 2017

- Launched “**Flavourism**” campaign for **Mondelez International (Cadbury)**, across FB, TV and OOH
- Relaunch of **Cadbury bars**, including path to purchase OOH renders and Snapchat

Senior Account Manager Dec 2015 – May 2017

- \$1M relaunch of **Cadbury Favourites** via **bespoke TV**, Social and path to purchase OOH.
- Managed the re-launch of **H&R Block** with the new brand positioning “**Fascinated by Numbers**” in **2016** and the evolution of this in 2017
- Launched the 2015 and 2016 Graduate Exhibitions for the **National Art School**

Account Manager March 2014 – Nov 2015

- Managed all POS campaigns for 2 years for **Westpac Banking Group** (St. George Bank). Other campaigns included the pitch to win the account, retail TVC’s launch and large scale 2015 Christmas activation

Intern / Account Executive Oct 2011 – Feb 2014

- Worked closely with the Account Director across **ATL and BTL campaigns for Lexus**. Predominant lead of the IS car launch, including a 30-page brochure distributed to all dealers in Australia
- Guided various local campaigns for **Olay (P&G)**, adapting work from Singapore office to the local market

EDUCATION & EXTRA CURRICULAR

The University of New South Wales. Bachelor of Commerce. 3 Majors; Marketing, Finance and Tourism & Hospitality.

The Communications Council Adschool. Strategic Planning Principles. Distinction.

YoungBloods. 2014 – May 2017, Committee member. Spent 3 years helping run YoungBloods, an organization that supports the youngest people within the advertising industry.

New York Cares Volunteer. Activities range from therapeutic horsemanship, food services and beautifying the city.

