

# Lesley Church

Performance Manager

London, UK

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## Languages

English (Fluent)

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## About

A highly experienced strategic marketer with a strong understanding of brands, consumers, social, retail, shopper, digital and trade marketing. From a diverse media background, I went on to work in Marketing for 20 years across the full marketing mix, both B2C and B2B within a broad range of environments in the UK and internationally. Starting my own food brand from scratch, I also consider myself a dynamic visionary and an entrepreneurial spirit who thrives under pressure.

### BRANDS WORKED WITH

- Havas London
- Lesley Church Ltd
- Saatchi & Saatchi X
- Super Dish Foods
- the Pulse Group Ltd
- Unilever
- Zenjob Uk

## Experience

### ● Head of Marketing & Communications

Zenjob Uk | Mar 2022 - Now

Zenjob is a German employment agency for part-time jobs that builds innovative tech solutions to shape the Future of Work. In preparation for the UK launch, I created a Go-to-market strategy, set the strategic direction for the marketing team, including KPI's and OKR's, defined and managed the marketing budgets, external agencies, research, analytics and reporting. My role included overseeing all marketing activities, scaling of B2B and B2C pool, all creative development, shaping of the brand including all campaigns and building a strong international playbook.



### ● Global Communications, insights & performance lead

Unilever | Mar 2021 - Mar 2022

At Unilever I led divisions and teams, across all brands and global campaigns, content planning and execution on global channels. This included managing and overseeing all Unilever Global social media channels, from content production to publishing and analytics reporting. Overseeing all audience insights and content performance to inform content/channel strategies. Management of all external agencies (media buying, production, data, social listening). Growing collaborations with market teams to drive tailored content across market channels, ensuring best practice. Overseeing concise reports, including campaign-centric, channel-centric and story-centric.

### ● FMCG Marketing Consultant

Lesley Church Ltd | Jan 2020 - Feb 2021

During Covid-19 I used my extensive FMCG experience to help small food businesses quickly refocus their marketing strategy, given the unprecedented restrictions that they faced, to ensure longer-term survival. Disciplines include: short term strategic marketing plans, Internal & external communications, website creation, e-commerce, social, content creation. B2B and B2C communications, NPD, and launch campaigns Please see my website: [www.churchfoods.co.uk](http://www.churchfoods.co.uk)



### ● FMCG Business Lead

Havas London | Jan 2018 - Nov 2019

Overseeing accounts including Reese's (NPD, Global toolkits, Experiential, CRM, Shopper Marketing, Packaging, Digital, Social, Sponsorship and TV), Molson Coors brands and Ella's Kitchen. Shopper/Retail and digital expert working within wider Havas 'village' integrated agency team. Experience (cont'd)



### ● Business Leader

Saatchi & Saatchi X | Jul 2014 - Dec 2017

Team and business director for a range of International clients including P&G, Merck, GSK, Diageo and Kerry Foods. I was the senior strategic lead

with a team of 14 direct reports, and a key member of the leadership board, proactively leading and contributing to the on-going vision of the agency, including all marketing functions. I led 360 client/agency reviews and built strong partnerships with creative and planning departments to deliver award-winning work with measurable business returns.

- **Founder**

Super Dish Foods | Nov 2012 - Mar 2014

Founder of 'Super Dish' baby and toddler food brand. My company produced super nutritious frozen baby and toddler meals, sold directly via my website and specialist retailers. Inspired by a passion to help better nourish children and establish good eating habits to help benefit them for life. I managed all aspects of the business from product and brand development, packaging, retail, PR, shopper marketing, digital, to overseeing production and sales.

- **Group Account Director**

the Pulse Group Ltd | Jan 2002 - Jan 2012

Responsible for strategic development of all Diageo and Danone business, from integrated brand campaigns (consumer and trade) to corporate and trade initiatives. Overseeing and developing teams of up to 12 people. Full P&L responsibility for all accounts. I received an award from the MCCA for 'The best and most effective long-term strategic marketing campaign' for PIMM's NO.1 across 4 years. I also drove the pitch team that successfully won a number of new accounts including Actimel, Blossom Hill, Diet Coke (ROI), SC Johnson, and various brands within Diageo. Media employment