

Angie Pendarves

Director

📍 London, UK

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Languages

English

Spanish

About

A dynamic international Marketing Director with 15+ years experience of building strong brand identity through the development of Digital Marketing, Business Development and Sales strategies. Working with global companies including Samsung, PepsiCo and Movistar to grow their brands across LATAM, America and the UK. Fluent in English and Spanish and an effective communicator, creates high performing teams and develops excellent commercial relationships to achieve results, in ever-changing environments. Highly organised with a passion for delivering fantastic service and generating business opportunities.

BRANDS WORKED WITH

Backbone Technology

BBDO

BBDO Sancho

Cheil Worldwide

CRITICAL MASS - OMNIGROUP

CRM Director

ELECTIONMALL TECHNOLOGIES

Voyages

Experience

● Digital Account Director

CRITICAL MASS - OMNIGROUP | Sep 2022 - Now

Development of innovative projects for Mitsubishi Motors in Canada, building an automated solution that will drive efficiency and value by eliminating the current manual processes. Building the foundations for a centralised data platform.

•Responsible for the client relationship starting from the global team in Tokyo for Mitsubishi Motors, European - 21 markets and managing directly Canada Projects.

● Account Director

| Jan 2010

As appointed Office Manager, collaborating with a team 80 people including Creative, Community Managers, Audio and Video, Engineering, Journalists and Bloggers, Online Radio and Politicians

•Leading 4 direct reports and managing the outsourcing services (SMS, digital advertising with Yahoo and the technology platform with ElectionMall), defined the strategy with the President's advisors and led its implementation to achieve his election. Other Account Management for clients including Visa, Kimberley Clark and Movistar



● Digital Account Director

Cheil Worldwide | Feb 2016 - Sep 2022

Looking after the Content and e-retail team for 21 markets, coordinating a multiagency team of 4 agencies and 4 studios in Europe to build Content toolkits for products campaigns and e-retail launches. Supporting the standardisation of processes and digital transformation plans. Keeping a healthy financial state for the account and handling a budget of 5 million Euros.

•Manage the content for the Instant Messaging division in Samsung for the launch of mobile devices, wearables accessories and tablets, messaging offers and product launches on Samsung.com for UK and IE

•Responsible for the implementation of the strategy and work on digital campaigns from planning to final delivery including new product launches, activation and cross channel campaigns

•Ensuring a fantastic service experience and proactively work with internal and client teams in responding to and generating new business opportunities for B2B

•Working across Samsung.com for both UK and Ireland, partnering with Clients to build the client relationship and pipeline for Samsung's online customer divisions

•Manage operational relationships across projects from development, to delivery and evaluation Page Angie Pendarves

•Coordinating across multiple internal departments; Data, UX, Design,

Development, Strategy, Project Management, SEO and Publishing teams to optimise new content and deliver campaigns across .com

- Use website analytics data and insight to validate work, optimise campaigns and improve the Customer Decision Journey
- Provide 'best practice' recommendations for template website pages and work closely with external digital marketing and agency group partners
- Defining concise client briefs for new business opportunities e.g. product launches, sponsorship, activation and cross channel campaigns, and ensuring client expectations are maintained
- Supplying accurate reporting and custom performance insights from analytics
- Undertaking quarterly and annual client planning; developing shared roadmaps by division, taking ownership of internal account plans
- Leading discovery sessions, category reviews and project wrap up meetings
- Best in class financial management for every project including forecasting, budgeting, controlling revenue, invoicing and participate in monthly team finance meetings in partnership with hub budget controller

● CRM Director | Jan 2016 - Feb 2018

Defined the CRM strategy for Colombia including the launch of Samsung's Club and Concierge applications, working closely with Samsung's CEO, CMO and the Head of Customer Service /Technical Support

- Leading and mentoring the CRM team through a successful growth phase on the Samsung Club application project
- Responsibility for all technology platforms, partnerships, communications, digital and social media
- Managing Cheil's Technology and Design teams in a joint digital marketing initiative with premium partners and brands
- Introduced budget controls based on the overall strategies and marketing targets with accountability for the partnership's performance
- Implemented 'Best Business Practices' including Salesforce training and audit sessions

● Business Director

Backbone Technology | Jan 2015 - Dec 2015

Responsibility for business growth by identifying and developing opportunities with key existing clients and new client accounts for Expression SAAS

- Drive new business sales and explore new markets through lead generation, cold calling, networking and relationship building strategies adopting a consultative approach throughout
- Conduct sales presentations and system demonstrations to leading Colombian companies to identify client objectives and to showcase Backbone's portfolio
- Define and produce bespoke client solutions and negotiate and close on contracts
- Working with clients and developers to implement systems, developing the roadmap and project lifecycle in collaboration with the client and end users
- Managing and controlling spend against budget to ensure optimum profit margins and revenue
- Monitoring service levels in order to develop the business and become the preferred supplier

● Director and Founder

Voyages | Aug 2012 - Dec 2014

Devising and offering ecotourism promotion projects and sports trips, partially funded by The Prince's Trust in the UK

- Collaborating and negotiating with local operators to create the itineraries of each trip and realisation of the alliances with the ecotourist destinations
- Developing the corporate website with responsibility for CMS administration Angie Pendarves
- Managing financial margins to secure maximum profitability for the company
- Creating exciting and informative presentations for each group, ensuring all requirements have been met, and making further recommendations to enhance their experience

- **Manager of Business Relations**

ELECTIONMALL TECHNOLOGIES | Dec 2011 - Jul 2012

Leading on the development and implementation of the communication strategy for a new product, Campaign Cloud - powered by Microsoft, establishing networks in Latin America for ElectionMall and Campaign Guru to support plans for expansion in Spanish speaking countries

- Coordinating meetings with potential high value clients, including Advertising Agencies and Start-ups, building relationships through attendance at exhibitions and networking events
- Supporting the initial office set-up in LATAM from organisational structure, onboarding of staff and developing ways of working and company processes

- **Account Manager – PepsiCo**

BBDO | Jan 2005 - Nov 2011

Led the global digital marketing campaigns for PepsiCo across all consumer touch points for Pepsi, Mountain Dew, 7up and Gatorade

- Developing campaigns and marketing for PepsiCo's key accounts including Hard Rock Cafe, Domino's Pizza, Taco Bell and Burger King, implementing mass media strategies for launching each brand in Colombia

- **Project Manager / Account Executive**

BBDO Sancho | Jan 2005 - Jan 2011