



DEAN JACKSON

BRAND + MARKETING

Mobile	+46 (0)73 885 7163
Email	thisisdeanjackson@gmail.com
Address	Lars Forssells Gata 26 112 15 Stockholm, Sweden
DOB	26 July 1979
Nationality	South African
Marital status	Not married
Visa	Permanent residency partner visa that allows me to work and live in Sweden
Languages	Native English speaker Afrikaans (similar to Dutch) Swedish (starting to learn)

ABOUT ME

How am I different from other candidates?

Proudly growing up in Africa means I have first-hand exposure and experience of the importance and benefits of diversity, inclusiveness, and equality. These are values that create value. Not only are they ideals I strive to uphold, but also leverage as part of working in teams and with others. My heritage has given me a natural inclination for ingenuity, inventive lateral thinking, and creative problem-solving.

What do I do every day to sustain my competitive advantage?

I am constantly looking for ways to improve and develop my skills, capabilities and relevance. Currently I am enrolled at www.sectionschool.com (founded by professors at NYU Stern Business School) in 5 certification programmes: Strategic Leadership; Business Core; Product Strategy; Digital Strategy; Marketing Strategy. In addition, I recently completed various marketing modules and course training via Circus Street, and I regularly stay up to date via Ad World conferences as well as relevant podcasts, books, reports, white papers, and LinkedIn.

Why is this relevant for what your business is trying to achieve?

You're looking for someone who is experienced, resourceful, tenacious, proactive, and undeterred by challenges or obstacles. Someone who can work as effectively as part of a tight-knit team as they can within a flat or large matrix organization. My professional experience has given me a unique hybrid set of skills – encompassing all dimensions of brand and marketing, from hands-on through to management and leadership capability – in moving the needle for what you're trying to achieve.

LinkedIn Profile



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EDUCATION

- 2023** **Section School** (www.sectionschool.com)
Currently enrolled in 5 certification programmes:
Strategic Leadership; Business Core; Product Strategy; Digital Strategy; Marketing Strategy
- 2022** **Product Principles Sprint**
Taught by Adam Alter, Professor of marketing at NYU Stern School of Business
- 2022** **Data & Analytics Sprint**
Taught by Tom Davenport, PhD, Professor of information technology & management at Babson College
- 2021** **Driving Value with Brand Strategy**
Taught by Professor Scott Galloway, Professor of Marketing at NYU Stern
- 2020** **Business Strategy in the Digital Age**
Taught by Professor Scott Galloway, Professor of Marketing at NYU Stern
- 2014** **Quirk eMarketing Course**
Uses of online marketing in organisations
- 2002** **Graduated Rhodes University, South Africa**
4-year Bachelor (BA) Degree, Majoring in Journalism and Graphic Design
- 1997** **Graduated South African College High School**
Matric certification

TOOLS

I have proficiency, experience and exposure to the following martech and platforms:



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EXPERIENCE

Jan 2022 - Present **15 months**
Position **Senior Global Brand Manager**
Company **Electrolux**
Location **Stockholm, Sweden**

Overview

Developing game-changing, conviction-led branded experiences and campaigns to bring consumers closer to Electrolux and deliver on awareness, consideration and loyalty.

Increasing the relevance of the Electrolux brand amongst priority audiences through developing and delivering global brand marketing initiatives fit for purpose and channel.

Leveraging consumer insights and learnings alongside brand health tracking to ensure sustainable brand equity and support business growth.

Managing creative agencies and teams, working with them to deliver across multiple projects.

Managing marketing spend and budgets related to brand and marketing activity, ensuring effectiveness and efficiency and maximising ROI in line with financial planning.

Stakeholder management, collaboration and alignment between global business areas and their local markets, with a focus on driving consistency for long-term brand growth tracking.

Key Achievements

Led Electrolux's first-ever globally synchronised brand marketing campaign.

- Managing and orchestrating 50+ stakeholders and resources internally, across global business teams, including agency and media partners.
- Using PR-driven media in an unconventional way to amplify it beyond its investment and create high-quality engagement where the most relevant consumer conversations are happening.
- Designed to move the needle for Electrolux as a perceived leader in sustainability.
- A truly global, collaborative, cross-BA effort - lifting the bar across markets for the benefit of all and part of how Electrolux increasingly structures itself as 'one company, one team, and one brand'.
- A smart, innovative, and economical blueprint for developing and funding global brand marketing campaigns and building business strength through brand year-on-year.

2014 - 2021

7 yrs 4 mos

Position

Brand Strategist / Managing Partner

Company

Magnetic Creative Global

Location

South Africa / United States

Overview

Managing partner and Senior brand strategist for Magnetic Creative, a branding and human engagement agency specialising in digital media marketing, video production, content marketing and high-level brand strategy – with the purpose of guiding and nurturing companies to speak to the intangible and connect emotionally.

Responsible for developing Magnetic's brand and communications strategic frameworks to enhance differentiated value propositions, experience-centric execution and implementation.

Responsible for servicing and developing relationships with a range of clients from start-ups to blue chip across multiple industries and sectors within the EMEA, NA and APAC regions.

Proactively established partnership with GlobalWebIndex to ensure a more data and consumer insights driven mindset and approach to branded storytelling.

Responsible for inspiring, motivating and leading cross-functional teams to ensure an elevated brand experience for seamless customer journeys across all touchpoints.

Leadership and operational responsibility in launching Magnetic Cape Town office as a strategic service offering and group value-add.

Key Achievements

Co-led the pitch for Global Leisure Group business in 2015. Subsequently:

Competing with established household brands like Weber and Cadac, helped the group's South African grilling brand Megamaster take 60% of the South African market share, building one of the largest and most engaging social brands within the South African outdoor cooking category, as well as one of the most prominent and visible in this space.

2014

7 mos

Position

Creative Group Head

Company

Quirk (now Mirum)

Location

Cape Town, South Africa

Overview

Recruited to manage a large team of creatives and digital marketers at Quirk, a marketing agency born digital, driven by creativity and disciplined by results to deliver solutions for businesses and brands seeking to engage with connected audiences.

Responsible for overseeing key accounts such as Hungry Lion (Shoprite), Savannah (Distell) and Caltex.

Responsible for weekly team time tracking and management, as well as working with accounts team on budget planning and forecasting.

Worked closely with Executive Creative Director and senior strategists on national campaign development, execution and implementation with a strong focus on digital core competency.

Ensured brand activation plans were aligned with strategy and media.

Key Achievements Oversaw R7 million budget for Hungry Lion (Shoprite's national in-store QSR) first ever integrated marketing campaign – comprising TV, radio, digital, PR and on-the-ground activations that promised to 'give Mzansi (South Africa) more'. The campaign resulted in a 36% increase in overall brand awareness and double-digit sales growth, achieving levels of redemption way above industry benchmarks, with over 700,000 WiCodes being issued within the first four weeks. The campaign pushed social media and digital interactions via mobile devices to include WeChat, VoucherCloud and Mxit as a mechanic for the target market, providing a perfect platform for live interaction for all of South Africa and enabling both feature and smartphone users the opportunity to participate. During the campaign the brand saw a 155% increase in engagement on its social media channels alone, overtaking Nike Sportswear.

2012 - 2014

1 yr 7 mos

Position

Creative Group Head

Company

Ogilvy

Location

Cape Town, South Africa

Overview

Specifically head-hunted to return to Ogilvy&Mather to succeed outgoing Creative Group Head of the British American Tobacco business unit.

Responsible for partnering with the business unit director in heading in leading and managing BAT allocated personnel and resources within a matrix organisational structure.

Responsible for establishing close relationships with multiple clients representing a portfolio of brands including Dunhill, Kent, Peter Stuyvesant, Rothmans and Craven A.

Worked closely with brand managers, R&D, legal and trade on a senior level to strategise feasibility around future product launches.

Oversaw trade program development and regional toolkit implementation across select countries in sub-Saharan Africa.

Key Achievements Researching, conceptualising, testing, developing and launching new packaging for *Switch* – a product innovation and major image overhaul for Peter Stuyvesant, a brand with a rich iconic heritage in South Africa since 1954 and globally since 1957.

2010 - 2012

1 yr 10 mos

Position

Creative Director

Company

iKineo

Location

Cape Town, South Africa

Overview

iKineo established itself as a hybrid digital CRM consultancy and marketing agency, focussed on turning data into revenue for clients through understanding and being able to execute on digital strategies for the purposes of customer acquisition and retention, sales enablement, and data analytics management through brand engagement.

Responsible for leading the agency in pitches and campaign development, execution and implementation for brands such as MTN, Jack Daniels, Nike, Ladbrokes, Ackermans and SES Africa.

Responsible for understanding brand strategy and maintaining brand integrity when planning integrated omni-channel marketing campaigns.

Tasked with working closely with business and strategic directors to plan budgets, planning, metrics and roll-out of campaigns and initiatives.

Co-ordinated internal and external resources, including ATL agencies and PR, to implement campaign roll-outs, performance frameworks and brand metrics.

Key Achievements Successfully promoted MTN's '141' loyalty program that rewarded customers for using their mobile phone and staying with the network provider. Through the development of multiple campaigns designed to creatively encourage customers to redeem their points for rewards (from competition to donations) and delight them through brand engagement – as part of MTN's Big Data strategy that saw a growth in total airtime and subscriptions of 4.2% nationally during 2011.

2008 - 2010 **2 yrs 9 mos**
Position **Copywriter / Assistant Creative Director**
Company **Ogilvy**
Location **Cape Town, South Africa**

Overview Through-the-line and digital marketing to plan, deliver and implement full-service capabilities across both national and international blue-chip clients . Worked in partnership with senior creative director to oversee key brands

Responsible for liaising with brand strategists and account directors to turn client business challenges into customer-centric solutions.

Working with cross-functional teams to create and implement integrated, holistic brand activations plans to drive sales results delivered against brand promise to customer.

Tasked with presenting work to clients and developing a network of relationships both with clients as well as internally at agency.

Responsible for attending shoots, overseeing productions, ensuring quality control and approving and signing off work.

Key Achievements Successfully launched Volkswagen Polo Vivo into the passenger car market, strategically leveraging the World Cup football fever in South Africa – resulting in sales exceeding forecast and Polo Vivo becoming the dominant brand and top-selling car for over two years despite new models being launched on a monthly basis – aligning with the global Volkswagen brand vision of being the 'most innovative volume brand in the world'.

Successfully launched Schweppes Malt, the first ever dark Malt beverage to be launched by the Coca-Cola company, into Ghana in sub-Saharan Africa. Strategically the distinctiveness of the beverage was amplified as a brand able to meet the lifestyle requirements of active young adults living life to the fullest in a healthy way, looking for new expressions to set apart their social status.

Successfully launched Grolsch into South Africa, based on the strategy of using the unique, playful, modern 'pop' swing-top to disrupt and attract consumer attention and funnel it towards discovering more about Grolsch's brewing heritage and master craftsmanship established four centuries ago – positioning it in South Africa as a top-end alternative in the premium beer sector. Key part of core team that oversaw the US\$4 million launch including TV, press and outdoor.

Successfully launched Abu Dhabi's first ever official tourism campaign. Delivered against the strategic positioning of 'Travelers Welcome'. Responsible for end-to-end campaign development, presentation, approval and execution – including collaborating with Ridley Scott Productions, and shooting with Jeffrey Darling on location.

2004 - 2007

4 yrs

Position

Copywriter

Company

OgilvyOne

Location

Cape Town, South Africa

Overview

OgilvyOne was the direct marketing division within Ogilvy&Mather responsible for developing brand collateral and marketing campaigns to support the brand strategy and above-the-line campaigns.

Successfully worked across a number of key accounts including Volkswagen, Audi, American Express, Sun International, BP and Castrol.

Working with brand strategists, creative directors, art directors and designers to understand client business objectives and develop hard-working direct campaigns to deliver against the objectives.

Liaising with business directors and creative directors to ensure alignment and consistency with above-the-line communications in driving results.

Responsible for fulfilling all copywriting and ideation duties in addition to working with account managers to prepare client presentations.

Key Achievements

First local and international advertising awards.

2003

1 yr

Position

Designer

Company

The South African Newspaper

Location

London, United Kingdom

Overview

The South African is a newspaper publication in London that provides news and content aimed at South Africans working and living abroad. Employed to oversee the initial brand development and implementation after winning Best Of Show at the International 2002 *Tomorrow's Newspaper Design* Competition sponsored by the Harte Chair at the University of Missouri.

Key Achievements

- Responsible for brand identity development and implementation.
- Tasked with end-to-end content generation, selection and management.
- Worked with sales manager to procure and place advertising.
- Responsible for overall design and quality control of each issue.

BRANDS



AWARDS

Professional

Eurobest Lions 2022	<i>Electrolux 'Break The Pattern' (Gold Cinematography, Bronze Direction)</i>
Shots.net Awards EMEA 2022	<i>Electrolux 'Break The Pattern' (Gold Cinematography)</i>
Muse International Advertising Awards	<i>Megamaster 'Kick%Off' Strategic Program</i>
NYX International Marcom Awards	<i>Roff Milling 'Machines That Drive Success' Influencer Video</i>
American Advertising Awards	<i>Gryphon Connect 'Love The Connection' Brand Video</i>
Smarties Global Mobile Marketing Awards	<i>Hungry Lion 'Bigger Burger Banner' Digital</i>
Creative Circle	<i>National Sea Rescue Institute 'R.I.P Current' Activation</i>
Cannes Lions (Finalist)	<i>World Soccer Shop 'How Far Would You Go' TVC</i>
World Tourism Awards	<i>Abu Dhabi Tourism 'And You Think You've Seen/Done It All?' Launch Campaign</i>
Assegai Awards	<i>Ladbrokes.co.za 'Oh, Damn' (copywriting)</i> <i>Jack Daniels 'Action House' Digital Loyalty Campaign</i>
Apex Awards	<i>Volkswagen Polo Vivo Launch Campaign</i>
Loerie Awards	<i>Volkswagen 'Park Distance Control'</i> <i>Yellow Pages 'Reliable Locals'</i>
DMA International Echo Awards	<i>MWEB 'Babushkalopes'</i>

Student

2002 Tomorrow's Newspaper Design Competition	Best Of Show (USA / International)
2001 Sappi Think Ahead Student Design Awards	Finalist (South Africa)

REFERENCES

Annika Priou

Global VP Marketing & Communications
Electrolux
annika.priou@electrolux.com
+46 (0)73 885 7067

John Andersson

Global VP Marketing & Communications
Trelleborg Wheel Systems
johncandersson@gmail.com
+39 324 803 3537

Johan Eghammer

Global Creative Lead
Forsman & Bodenfors
johan.eghammer@forsman.com
+27 (0)73 375 7884

Jonathan R. Wegner

Director at Magpul
Ex Vice President of Brand, SOG
jonathanwegner@gmail.com
+1 858 361 1343

Wimpie le Roux

Managing Director, Coastal
TBWA South Africa
wimpieleroux@gmail.com
+27 (0)82 770 6742