



SAM DUNCANSON

PARTNERSHIP DIRECTOR

SUMMARY

A senior marketing professional with 10 years experience of developing, pitching and implementing award-winning partnerships for clients, both in the UK and globally. These partnerships include groundbreaking ad-funded programming, Cannes Lion winning content projects, world leading loyalty schemes, along with a host of other original campaigns.

Having had roles within the commercial, account management and creative departments at three of the UK's top agencies, I have developed excellent stakeholder and project management skills, a strong creative and strategic outlook, superb commercial acumen and an enviable black book of partnership contacts.

EXPERIENCE


CREATIVE PARTNERSHIP DIRECTOR - VCCP

January 2019 – July 2020

I was asked to join VCCP to set up a partnership team working across the agency group, which would champion and develop partnerships for all clients. This saw me at the heart of projects, from strategic development to implementation and helped me to further grow my partner network.

Highlights and achievements:

- Developed the agency's partnership offering from scratch, including the creation of key processes, raising awareness of the offering and educating clients on the power of partnerships
- Worked closely with the new business team on over 15 pitches including key wins on Green and Blacks, Organix and TikTok
- Launched the agency's first e-commerce and sampling partnership between Amazon and Unilever brand Zendium
- Was a core member of the Cadbury brand strategy team looking at the future of advertising and the role partnerships would play
- Set up and took part in industry events on behalf of the agency, including creating and speaking at VCCP's 'Rethinkin' Festival

 samduncanson@gmail.com

 www.samduncanson.com

 www.linkedin.com/in/SDun

SKILLS

Media Partnerships

Brand Partnerships

Account Management

Partner Strategy

Negotiation

People Management

Industry Insight

Networking

Pitching

EDUCATION AND QUALIFICATIONS

BA Ancient History and Archaeology

University of Birmingham
2007 - 2010

Marketing leadership

CIM - 2018

Excellence in Account Direction

IPA - 2014

Foundation Marketing

IPA - 2012



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EXPERIENCE

PARTNERSHIP DIRECTOR – Cherry London

August 2018 – January 2019

My role saw me work across the agency to lead on all aspects of partnerships for a number of key clients, including HSBC, Dugout and William Hill. The position saw me create strategy, source and develop key partnerships and manage these on an on-going basis.

Highlights and achievements:

- Handling renewals and onboarding of global partners for HSBC's 2019 Jade loyalty scheme, leading to 10% customer growth
- Consulting with Dugout Media on their agency sales strategy
- Leading partnership strategy and creative on various new business pitches

PARTNERSHIP MANAGER & DIRECTOR – DRUM OMG

September 2010 – August 2018

After joining Drum as a graduate in 2010, I quickly became a key member of the accounts team, leading on top clients including O2, Boots and PlayStation. In 2014 I joined Drum's Partnership department and focused on creating award winning media campaigns for a huge number of leading brands such as Warner Bros, Sainsbury's and VW.

Highlights and achievements:

- Key accounts role in the ATL launch of the PlayStation 4
- Leading the partnership team on the Cannes Lions winning Lego Batman and Channel 4 partnership
- Developing the RNLI's first media partnership with Ladbible, which became the publisher's most successful campaign ever
- Creating long term relationships with brands such as VW Group, Sainsbury's and AG Barr, leading to six figure growth in my time leading the accounts
- Effective management of junior members of the team to hit their personal and professional growth targets

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