

Earlier career highlights

Earlier career highlights spanning international outdoor advertising and my role as International Account Manager at Pukka Herbs - working across global campaigns, European distribution and marketing, developing long-standing client relationships.



Advertising • International account management • Campaigns •
Client relationships • Project management

London Underground & Bus Advertising

CBS OUTDOOR | NATIONAL SALES | 1999-2003

At CBS Outdoor I sold and managed advertising across the London Underground and London bus network for a wide range of clients. It gave me a grounding in outdoor media, client relationships and the practical delivery of campaigns across some of London's most visible advertising sites.



Illustrative examples showing the type and scale of London Underground and bus advertising I worked on at CBS Outdoor.

Dubai Tourism

IPM | INTERNATIONAL ACCOUNT MANAGEMENT | 2003-2007

At IPM I managed Dubai Tourism through Initiative Media in the Middle East. One of the campaigns I worked on used London taxis to promote Dubai, involving campaign planning and buying, client and agency liaison, and coordination of the photography.

Taxis highlight appeal of Dubai tourism



Dubai Tourism has appointed Initiative Media and International Poster Management to handle its media planning and buying account, starting a major push on the UK market with the UK's largest taxi media campaign.

The promotion, which started last week, involves 180 liveried taxis and will run for a year.

Nine different creative executions highlight

key reasons to visit Dubai, including holidays, water sports, birdwatching, shopping, hotels, golf, deserts, tours and safaris, and beaches.

Taxis were chosen because of the exposure to a large, affluent audience, but also because the imagery of Dubai would be shown to its best advantage against the backdrop of another city.

Dubai Tourism - Testimonials

“Emma was a great pleasure to work with. Her speed of response was exceptional, her approach meticulous, and she was always helpful and patient when sending different proposals. The photoshoot went well, the client was pleased, and her efficiency was repeatedly appreciated.”

Bijal Pathak
Initiative Media Dubai

“Thank you for all your efforts put into the promotion of the taxi campaign. Your involvement in this campaign has been a great support to us and on behalf of the entire management here in Dubai and UK, I would like to thank you and your entire unit.”

Ahmed A. Al Tunaiji
Manager, Media and Advertising,
Dubai Tourism



Boeing

IPM | INTERNATIONAL ACCOUNT MANAGEMENT | 2003-2007

Boeing became one of the most significant accounts I worked on at IPM. I grew business from the US and helped turn Boeing into a global account spanning the UK, Holland, Germany, Italy, Japan, Australia, Vietnam and Singapore.

I worked closely with Boeing's US agency team at Outdoor Services, coordinating international outdoor activity across markets.

"Thanks! This is why we use you, you remember everything!"

Kristin Pereira

Account Supervisor, Outdoor Services, USA

"I just wanted to say thank you and to let you know how wonderful you are to work with! You make our collective jobs SO much easier - you are incredibly diligent, thorough and an absolute pleasure to work with! My group continuously sings IPM's praises - most especially Emma!"

Judi Crisileo

Vice President, Outdoor Services



Microsoft

IPM | INTERNATIONAL ACCOUNT MANAGEMENT | 2003-2007

At IPM, I also worked on international outdoor advertising for Microsoft, coordinating campaign delivery across markets and working with international teams, media owners and partners.

It was another example of the large-scale, international work I handled during this part of my career - keeping the moving parts organised and making sure campaigns were delivered as planned.



Egyptian Tourist Board

IPM | INTERNATIONAL ACCOUNT MANAGEMENT | 2003-2007

Arranged a large-scale building wrap beside Rome's Trevi Fountain as part of an international campaign for the Egyptian Tourist Board. The image below illustrates the scale and location of the site.



Worked on IPM's multi-million-pound global account for Freescale Semiconductor, coordinating European outdoor advertising including activity in Barcelona, Stockholm and Helsinki.

IPM wins global Freescale brief

International Poster Management has won the multi-million pound global account for Freescale Semiconductor and will kick off a European out-of-home advertising campaign in the New Year.

The Interpublic-owned poster specialist will start the European campaign in Barcelona, targeting the 3GSM conference in February, followed by a mega-sized banner at Stockholm airport and small format sites at Helsinki airport.

Activity across the rest of Europe is expected to follow.

Emma Bibby, account manager at IPM, said: "It's exciting to be part of the project to help build Freescale into a globally known brand."

The Austin-based chip maker is building its brand presence following its split from Motorola a year ago and has already run a print and online campaign, targeting business professionals in the US.

IPM will use outdoor across Europe, with a heavy emphasis on airport advertising, to build brand awareness among design engineers and business decision makers such as CEOs, chief technology officers and chief financial officers.

General media is handled through Godfrey Q and Partners in San Francisco.

From my former Director at IPM

IPM | DIRECTOR REFERENCE | 2003-2007



“Emma was a highly valued Senior Account Manager working across international accounts. She was very well organised, had excellent attention to detail and was rated extremely highly by colleagues in other markets, who relied on her completely. Her greatest strength was her determination to do the best possible job for her clients. She successfully grew our US business and helped turn Boeing into a global account. I would have no hesitation in rehiring her.”

Chris Marjoram
Managing Director, UK & Europe
Rapport Worldwide

Pukka Herbs

PUKKA HERBS | INTERNATIONAL ACCOUNT MANAGER | 2008-2011

I joined Pukka Herbs in 2008, when the business was still in its early growth years. As the only International Account Manager at the time, I managed distribution and marketing across Europe and other international markets, working closely with co-founders Tim Westwell and Sebastian Pole, the marketing team, supply chain and overseas distributors.



Pukka founders Tim Westwell and Sebastian Pole

What I was responsible for

- Managing distributor relationships across Europe and other international markets.
- Producing monthly performance reports and identifying opportunities to grow international sales.
- Working with Supply Chain to keep distributor orders on track and resolve delivery issues.
- Coordinating international marketing activity with the founders and marketing team.
- Coordinating international product labels in line with European legislation.
- Presenting international business highlights at quarterly company meetings.



In Berlin with a colleague during Pukka's early growth years



With Pukka's co-founders and international distributors



Staff away day

The role combined international account management with marketing coordination, product knowledge and close distributor relationships during a formative period of Pukka's growth.