



Aimee Waterson

HEAD OF STRATEGY

Details

Johannesburg
South Africa
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Links

[Portfolio](#)
[linkedin](#)
[Website](#)

Skills

Creative Problem Solving
Analytical Thinking Skills
Trend Analysis
Strategic Planning
Brand Strategy
Media Strategy
Research & Insights
Data & Analytics
Stakeholder Management
Project Management
Team Leadership

Profile

Dynamic and accomplished Head of Strategy with a proven track record of driving exceptional results in brand communications, content strategy, and digital media. Expertise in team leadership, brand conceptualization, and creative direction. Adept at managing client relationships and driving thought leadership. Excels in developing innovative strategies to achieve business objectives. Experienced in overseeing and managing campaigns, budgets, and strategic partnerships for clients.

Employment History

Lead Strategist (Head of Strategy), Retroviral, Johannesburg

FEBRUARY 2022 – PRESENT

Led the development and implementation of comprehensive client strategies, driving several leading brands to viral success. Managed a team of 8 creatives, overseeing monthly content delivery and conceptual campaign work. Spearheaded digital and through-the-line (TTL) strategies, enhancing brand visibility and engagement. Fostered agency thought leadership through trend reports, and secured new clients through strategic pitches.

- Provided advice and guidance to clients on a range of topics, including strategy development, process improvement, and organisational change
- Collaborated with cross-functional teams to ensure content alignment with corporate goals and objectives
- Developed and implemented a comprehensive content strategy that increased brand sentiment by 89%

Digital Lead (Head of Digital), Roering Creative Kin (RCK), Johannesburg

JANUARY 2020 – JANUARY 2022

Managed in-house digital team and collaborated with client service and creative studio on digital innovation. Oversaw all digital projects, including social media campaigns, websites, emailers, and app development. Built and maintained client relationships for Discovery (FSP) South Africa, NMG Solutions, and TriplePoint UK. Reported directly to the Managing Director on new digital business strategies, innovation, and portfolio growth management.

- Collaborated with cross-functional teams to ensure content alignment with corporate goals and objectives
- Optimized website structure and content to improve SEO rankings, resulting in a 26% increase in organic traffic
- Created and managed a network of influencers to increase brand visibility and engagement

Senior Digital Strategist, Black SnowGroup/, Johannesburg

MARCH 2019 – JANUARY 2020

Provided strategic input for retainer clients, leading creative and client service teams on conceptual and creative strategies. Developed and implemented integrated digital marketing strategies for brands like Vodacom, ICAS International, LIFTFIT Gym Apparel, and Goldwell & KMS International. Managed sales funnels, conducted research, and performed A/B testing for strategy optimization.

- Generated reports and provided analytics on innovation and growth hacking to senior management, resulting in improved budget forecasting with clients.

- Collaborated with brand marketing teams to launch a successful digital marketing campaigns and strategies, based on data-driven insights

Account Director, Content Central SA, Johannesburg

NOVEMBER 2018 – MARCH 2019

Led the client service and media buying team for Content Central, managing direct stakeholders both internally and externally, overseeing media strategy creation and implementation, and ensuring alignment with strategic business goals. The role extended into paid media strategy, including SEO, SEM, Google Ad suite, Meta media, and Native advertising partners.

- Wrote and presented compelling proposals that resulted in new business opportunities
- Coordinated with cross-functional teams to ensure successful execution of client projects
- Analysed customer data to identify trends and insights, resulting in an increase in sales

Snr Account Manager, Digitas Liquorice, Johannesburg

JULY 2017 – OCTOBER 2018

Brand Custodian and Client service Account manager to several Tiger Brands FMCG categories. Managed the day-to-day brand communications and internal stakeholders. Crisis managed the Enterprise Listeriosis outbreak. Achieved top Account Manager of the Year within Liquorice Digitas.

- Developed and managed a team of account managers to ensure adherence to SLAs and customer service goals
- Managed a team of 2 account executives to ensure successful delivery of services and customer satisfaction

Account Manager, Saatchi & Saatchi Synergize, Johannesburg

JUNE 2016 – JUNE 2017

Account Manager to several international brands across product categories, including Acer & Predator Global, Ipanema and Pierre Cardin Shoes, Pizza Hut Africa, and Bushbreaks international. Managed international stakeholder and help craft global marketing communication strategies.

Education

Matric (Grade 12) Certificate with Honours, Northcliff High School, Johannesburg

JANUARY 2006 – DECEMBER 2010

Honours, Bachelor of Commerce Marketing and Business Management, University of Witwatersrand, Johannesburg

JANUARY 2011 – DECEMBER 2015

Graduated with distinction and achieved the exclusive TNS research prize, for my dissertation which was later published in the International Journal of Research in Business and Social Sciences.

Brand Communications, Julian Cole's Strategy Finishing School, International

JANUARY 2023 – PRESENT

The Strategy Finishing School is an online platform with over 36 000+ members from leading brands and agencies including Google, Netflix, New York Times, Facebook,

DDB, Droga5, and W+K.

This certification is recognized by agencies and clients looking for advertising strategists all over the world and sought out by global brands when hiring their strategy team leads.

<https://www.planningdirty.com/>

Courses

Higher Diploma in Sports Marketing, North Western University

SEPTEMBER 2021 – DECEMBER 2021

Project Management, Google

SEPTEMBER 2021 – SEPTEMBER 2021

GA4 (Analytics), Google

JANUARY 2018 – MARCH 2018

Stakeholder Management and Business Communications, LinkedIn Learning

JUNE 2023 – JUNE 2023

Awards

Personal Awards & Achievements

NOVEMBER 2015

- Golden Key Honours Society - for graduating with Global Distinction
- TNS Research Prize - for the top research Dissertation with 87% grade and international publication.

Professional Awards & Achievements

MARCH 2022 – PRESENT

- Loerie Award - Top 5 Small Agency of the Year (Middle East & Africa), Retroviral Agency 2023
- Gold Loerie - Checkers Sixty60, Sixty Swindler Campaign
- Sabre Award - Platinum Winner, Africa Media Consultancy of the year for Retroviral & Lil-Lets Be You Campaign
- Gold Prism - UltraPet, Ultra Best friend Campaign
- Bronze Prism - Discovery Bank, Hack Black Friday Campaign
- 2 x Bronze Bookmarks - Lil-Lets South Africa, Be You Campaign & Lil-Lets Talk platform.