



# CELESTE R. BATAILLE

Marketing Management Consultant | Integrated Media Strategist & Media Planner

## CONTACT DETAILS

E-mail : celestebataille@gmail.com | Mobile : 071 490 8869 | website : www.celestebataille.com

## ABOUT ME

I have worked in Marketing & Advertising for the last 27 years and within the marketing jobs I have included Integrated Media Strategy, Media Planning and Media Buying.

Marketing is where my passion lies, and I enjoy every minute of my day whether translating the clients marketing objectives into a marketing / media strategy or simply planning implementing the marketing campaign.

I am versed in 360-degree media solutions and try to keep up to date with global marketing and media advertising best practices.

In an integrated media landscape, my digital knowledge was enhanced by completing the Red & Yellow Digital Marketing Course and every day is a learning day especially in the digital sphere.

## CAREER SUMMARY

I have been employed by some of the biggest Global Agencies in the world namely Ogilvy, Publicis (Starcom MediaVest, Zenith), J Walter Thompson, MEC Primus, Saatchi & Saatchi, Jupiter Drawing Room, Network BBDO

My marketing and media experience has spanned both National and International Clients across various Industries including Automotive, Technology, Property, Airlines, Banking, Insurance, Government, Retail, Gambling, Hotels, FMCG

These have included blue chip clients Ford, Samsung, LG, Nissan, Nestle, KFC, Caesars Casino Pfizer, Dis-Chem, Johnson & Johnson, Peugeot, Sunshine Tour Golf, General Mills, Supaquick, Cartrack, Discovery Insurance and Medical Aid, Schick Razors, Old Mutual, Eskom, and many others.

## SKILLS/EXPERIENCE

Marketing Management incorporates most of what I know how to do.

Media Strategy

Media Planning and media buying including negotiating discounts for clients.

Microsoft Office including powerpoint, excel and word.

Industry Tools needed including Telmar, Nielsen Wizzad+, TGI, BrandMapp, as well as digital tools.

Management of Media Departments and part of Management of up to 30 Employees

A lateral thinker allowing for creative strategies.

Audience Insights for clear target market analysis mapping and defined targeting of such.

Data Analysis

Strong attention to detail

Campaign Management bringing creative media and brand strategy together.

Competitive Analysis allowing clear insights and competitive strategy to be planned.

A Team Player

Strong Communication & Presentation Skills at any level.

Media Evaluations on any media

## **AWARDS/ACHIEVEMENTS**

MTV Award for successful Ford Fiesta launch and was invited to MTV Europe awards in Rome, Italy 2004

Appeared in Financial Mail Magazine for successful Ford Fresh Media Campaign that increased sales by 43% by working closely with our talented creative team.

First Automotive Brand to use Billboard in Airports in SA allowing complete takeover of Airport.

First Advertiser and first car brand to use Reverse Gatefolds in GQ Magazine in South Africa

Committee Member of AMF for Print in 2004 and 2005.

Appointed as head of AMF for Cinema in 2003

Part of the Media Department to win a silver arrow award for the Highest Rated Ad Agency in year 2000.

## **LANGUAGES**

English, Afrikaans, Xhosa, Italian, French

## **EDUCATION**

Institution: Red & Yellow Creative School, Cape Town

**Digital Marketing Certificate**

**Subjects:**

Thinking Strategically about Digital Marketing, Planning Digital Assets, Creating Digital Assets, Speaking to your Audience of One, Direct Marketing, social media, Online Advertising, Optimising,

**Institution: CIM UK (Chartered Institute of Marketers)**

**Dates:** 2008

Studying toward **Chartered Marketer** Status

Subjects Passed: Analysis & Evaluation 1

To complete 3 subjects

**Institution: I.M.M (Institute of Marketing Management) SA**

**Dates:** 1994 to June 1997

IMM Qualification valid for EMC and Asia Pacific Regions as IMM Affiliated to the **EMC** (European Marketing Confederation and **ASIA Pacific Marketing Confederation**)

**Qualification: Graduate Diploma in Advertising Management (IMM) (Degree status)**

## Subjects

Principles of Marketing, Economics, Advertising Production Management, Practice of Marketing, Consumer & Buyer Behaviour, Advertising Agency Management, Business Management, Business Communication, Retailing & Merchandising, Media Management, Business Law

## PROFESSIONAL EXPERIENCE

### Marketing Management Consultant, CB Consulting & Integrated Media Strategist

**Time-Period:** October 2015 to date (Kept consultancy whilst at Ogilvy for my small clients)

**Clients:** Eskom via **Mediamix360 Contract**, Old Mutual via **Universal McCann Contract**, JC Decaux Contract, Takealot, Superbalist, MR D via **MC Saatchi Contract**; Ebony & Ivory ( Digital & Social Media Projects), MHG Property Group EL Marketing Manager 3 Month Contract (Traditional & Digital) Cardova (Top Billing & Espresso TV), Henrose Plastics, IZWE (Hopon Loans (Media Strategy), Nelson Mandela Bay Metro (Project basis), Power X (Project), Strand Hardware (SEO – Digital), Sunshine Tour (Social Media Audit) AVN Transport (PE), Parry Motors

### Senior Media Strategist & Media Planner Ogilvy & GO Advertising & Integrated Media Strategist, Planner & Marketing Management Consultant for my own company CB Consulting

**Time-Period:** 1 April 2018 to 31 June 2021 (**Ogilvy & Go Advertising**)

2015 to date (**CB Consulting**)

**Clients:** Dis-Chem, Ultra Liquors, Takeda (Biral) Ferimed, University of Pretoria, Inova Pharmaceuticals, Champix (Pfizer)

#### Responsibilities:

- Day to Day Media Planning & Media Strategies on all above clients
- Traditional Media Strategies for pitches.
- ATL Strategy experience but understanding of the digital ecosystem and experience with digital campaigns
- Planning 360 Media Strategies with digital partners to present fully integrated media strategies.
- Day to day strategic account management (traditional and digital) on a portfolio of clients.
- Social Media Management of CB Consulting clients

**Reason for Leaving:** Retrenched from Ogilvy & GO due to decrease in Adspend on Dis-Chem and loss of Ultra Liquors Account due to covid, therefore went back to consulting and continue to do so to this day.

#### Responsibilities:

- Marketing & or Media Strategies
- Integrated 360 Communications Planning and writing of Traditional (TV, Print, Radio, Outdoor, Cinema etc) and Digital Media Strategies (Website, SEO, Social Media Management (Facebook, Instagram, Twitter, YouTube, Influencer), Google Analytics, Mobile, Ad words etc.
- Digital & Social Media Auditing of Businesses to recommend 360 media strategies.
- Digital & Social Media Management and Content Creation of all digital assets
- Handling all Marketing Activities, Budget, Sales Coordination, Marketing Material, Events, Sponsorships etc
- Target Market Analysis for Clients and recommendations
- Website Content Creation and Maintenance
- Ongoing digital research and insights for clients by monitoring international and national trends

- Day to day strategic account management (traditional and digital) on a portfolio of clients

### **Business Unit Director, Mediology**

**Time-Period:** 1 April to 30<sup>TH</sup> September 2015

**Clients:** Consol Glass, Bidvest Bank, Cartrack, Supaquick, Autopedigree, Foodcorp, Starsat, SANAC, Flysafair and Prominent Paints

**Responsibilities:**

Writing media strategies for all major accounts as head strategist and managing Planners and Buyers

- Manage a team of media planners and buyers
- Align Digital and social media with Traditional Media Strategy
- Undertake research and analyse data via media industry tools such as Telmar and Nielsen Wizzard+
- Ensure that the strategies presented are effective in reaching clients business/marketing objectives.
- Campaign tracking against objectives, providing clients with post campaigns and way forward
- Delivering post campaign evaluations and media reviews as well as market and media trends
- Assess and identify all accounts for additional business opportunities
- Develop strategies within the business unit to increase profitability on each account.

**Reason for Leaving:** Resigned

### **Senior Media Strategist, MEC Primus, Cape Town**

**Time-Period:** 27<sup>th</sup> October 2014 to 31<sup>st</sup> January 2015

**Clients:** Johnson & Johnson SA & Cape Union Mart

**Responsibilities:**

Create, develop, and present inspiring and effective media strategies/proposals that respond to Client's marketing and communication objectives/briefs that will give the brand a competitive edge in the marketplace.

- Analyse and interpret data, generating strong insights.
- Identifying target audiences
- Worked closely with Digital Departments
- Ensure alignment of Digital and Social Media with Traditional Media Strategy to ensure integrated media strategies
- Cultivating and maintaining relationships with media owners to ensure collaboration in, order to develop proactive and innovative ideas
- Setting overall communication/channel objectives for the campaign e.g., ARs, GRPs
- Negotiating annual media owner discount commitments
- Provide the implementer with written detailed direction how to achieve the approved strategy/proposal objective.
- Continuous collaboration with Creative Agencies, Planners, Buyers to ensure campaign efficiency and accuracy is implemented.
- Campaign tracking against objectives, providing clients with post campaigns and way forward

**Reason for Leaving:** Retrenched due to impending loss of Johnson and Johnson Account

## **Senior Media Strategist, Starcom MediaVest & ZenithOptimedia**

**Time-Period:** 1 June 2013 to 31 September 2014

**Clients:** Started on Nestle and Sanofi whilst at ZenithOptimedia, then moved on to run Samsung South Africa and Nissan passenger vehicles media strategy

### **Responsibilities:**

Create, develop, and present inspiring and effective media strategies/proposals that respond to Client's marketing and communication objectives/briefs that will give the brand a competitive edge in the marketplace.

- All Duties as per Senior Media Strategist on Samsung and Media Strategist/ Planner and Client Service on Nissan

**Reason for Leaving:** Resigned as was headhunted to take up an offer to move to Cape Town on Johnson & Johnson or a promotion to Business Unit Head on Mercedes in Jhb.

## **Marketing Manager KFC EC (5 Month Contract)**

### **Consultancy &**

**Time-Period:** 1 Jan 2009 to 25<sup>th</sup> May 2013

**Clients:** Marketing Manager for KFC, EC

Consulted on various small companies including Henrose Plastics, Intengu Communication's, Nelson Mandela Bay Tourism

Contract position as marketing consultant to PE Hotel Group (Pumba, Beach Hotel, The Sands, Hacklewood Hill Inn)

### **Responsibilities:**

- Day to Day Media Planning related work
- Traditional Media Strategies for Pitches
- Planning 360 Media Strategies with digital partners to present fully integrated media strategies.

**Reason for Leaving:** Freelancing and temporary contracts

## **Management, Head of Media Strategy and new business pitches, Mercury Media**

**Time-Period:** May 2007 to 25<sup>th</sup> September 2008

**Clients:** Strategies written for all new business pitches, Mpumalanga Premiers Office (won), Post Office, Consol Glass (won), Pro Sano Medical Aid (won), Prominent Paints (won), Iflex, Radiant Lighting, Dial Direct etc. and assisted on all SA Government Business

### **Responsibilities:**

Write Media strategies for all major accounts as head strategist as well as pitch on all new Business accounts

**Reason for Leaving:** Resigned to move home as my mother was not well and both elderly parents needed someone to look after them at home.

## **Touchpoint Media Director, Saatchi & Saatchi**

**Time-Period:** 25 September 2006 to 30 April 2007

**Clients:** General Mills (Pillsbury, Old El Paso), SABS, Landbank, South Africa, Bel Cheese, Laughing Cow, IOM, Internal Strategy on Pampers, Peugeot, Voltaren and Degoran, SA Post Office and all other Saatchi Accounts as well as new business pitches

### **Responsibilities:**

Handled all media related needs from Media Strategy to Planning and Implementation and related to looking for new media touchpoints and using them in line with the company's ethos of Sisimo as well as Lovemarks.

**Reason for Leaving:** Headhunted to work at Mercury Media

## **Touchpoint Media Director, Bataille & Associates Advertising Consultancy**

**Time-Period:** 1<sup>st</sup> October 2005 to 25<sup>th</sup> August 2006

**Clients:** Boomtown (ECDC, IDZ, on a project basis), Henrose Plastics, George Pemba Art Foundation, SABC Radio PE, Saatchi & Saatchi, CT (Media buying and planning on project basis)

We also created a full media strategy for traditional media for Spier Wine, where the team were flown to Cape Town to present but, even though the Campaign was well accepted the Company could not pursue as it was in the middle of a takeover and could unfortunately not commit to a contract at that time.

### **Responsibilities:**

Running a Full-Service Advertising Consultancy with all its day-to-day responsibilities

Handling all the Media requirements, from Media Strategy (including Media Research, consisting of demographic profiling, competitive analysis, as well as Media Planning, Implementation and Buying as well as overseeing the running of the Creative department, Digital Assets were created for clients in terms of Websites, SEO, as well as all creative material.

**Reason for Leaving:** Put business on hold to move to Jhb as not enough work to sustain media strategy business.

## **Strategic Media Director (Ford, LG & Schick) JWT (J Walter Thompson)**

**Time-Period:** 1<sup>st</sup> of Feb 2003 to 30th May 2005

**Clients:** Ford, LG & Schick Razors (R130 Million Billings) translated into dollars at approximately 18.5 million US dollars.

### **Responsibilities:**

Re-Opening a media department in JWT to run all of Ford South Africa's media

- I was responsible for Media Research regarding demographic targeting, Media Strategy, Planning and Implementation Creative brainstorming with both Client and Agency, monitoring advert placement, correct material running, consistently reviewing new media opportunities, and keeping up to date with media available in SA.

I was responsible for all Managerial aspects, Financial Planning, General running of the Media Department for JWT.

**Achievements:**

- MTV Award for a successful Ford Fiesta Party held at Kilimanjaro, and invited to MTV Europe Music Awards in Rome in 2004
- Appeared in Financial Mail Magazine for Successful Ford Fresh Campaign increasing sales by 43%
- First to use Billboards in Airports, allowing ownership of Entrance and Departure to JHB International by Ford, South Africa
- First Advertiser and first Car brand to use Reverse Gatefolds in magazines in South Africa, namely GQ Cars for the launch of their first edition.
- Committee Member of AMF (Advertising Media Forum) for Print in 2004 and 2005