

Iain Urquhart

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PROFESSIONAL SUMMARY

20+ years' experience in strategic advertising planning and implementation across a range of clients and industries.

Specialist in digital and social media strategies and tactics, measurement and optimisation.

Results-driven. Customer-focused. Passion for communication.

SKILLS

- ✓ Linking organisational objectives with consumer needs and behaviour to deliver effective communication strategies
- ✓ Maintaining great relationships with staff, clients, suppliers and stakeholders
- ✓ Strategic and tactical implementation planning
- ✓ A focus on solutions, not problems
- ✓ Powerful written communication, effective presentation skills
- ✓ Team leadership, delegation and project management
- ✓ Equally effective working independently
- ✓ Research and analysis to derive actionable insights
- ✓ In-depth knowledge and understanding of NZ media markets and consumption habits
- ✓ Proficiency in MS Office and web tools, a very quick learner
- ✓ Facebook page management and marketing
- ✓ Digital campaign execution and management

EXPERIENCE

Digital Media Strategist | TRACTA

November 2016 – Current

- Point man for all digital advertising strategy and social media.
- Preparing digital advertising strategies, and advertising plans across digital and mainstream media for a number of clients.
- Generating social media plans and running promotions and campaigns on Facebook, Instagram, Twitter and YouTube.
- Implementation of software and processes to improve reporting, optimisation and cost-effectiveness of digital advertising.
- Maintaining contact with media representatives on digital issues, identifying and implementing key partnerships, managing cost of services vs return from clients.
- Measurement, analysis, optimisation for conversions/results.
- Mentoring new and junior staff.
- Supporting media team across all clients and campaign types.

Senior Media Planner | TRACTA (Adplus)

December 2007 – October 2016

- Managed client portfolios in excess of \$2m media billing p.a.
- Planning and buying advertising across digital, social, print, TV, in/outdoor, direct mail, ambient and other media.
- Client relationships, internal liaison with account service and creative teams, supplier contracts and negotiations.
- Agency lead on digital and television advertising.

Marketing Executive | TREMAIN REAL ESTATE

February – November 2007

- Creation of marketing collateral for agents, including weekly listings magazine, website uploads, copy writing and using Photoshop and Quark. Supporting agents with advertising.

EXPERIENCE (CONTINUED)

Media Planner Buyer | OPTIMEDIA (Publicis Akld)

March 2004 – August 2006

Planner/Buyer | M FOR MEDIA (Mitchell & Partners)

2003 – 2004

Television Manager; Planner/Buyer; Media Assistant
TOTAL MEDIA (Wellington)

1996 – 2002

EDUCATION

Victoria University, Wellington

1995 – 1997

3 years towards LLB, BComm (incomplete).

Feilding Agricultural High School

1989 – 1994

English, French, Accounting, Statistics, Calculus

A Bursary, Scholarship

86% average mark in Bursary exams.

Polyvalente P.G Ostiguy, St-Césaire, Québec

July 1993 – June 1994 (11-month AFS Student Exchange).