



# DANNY FRANGELLA

+44 7387 002180  
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www.dannyfrangella.com

## 17 years of experience developing communication platforms and integrated campaign work to help brands win in market.

I have worked across client services and strategy in North America, Singapore and London on global brands such as: Unilever, Mars Wrigley, Kia, Diet Coke, Lamborghini and Star Alliance. I've equally worked with local brands and start-ups on foundational work to drive awareness and growth.

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### KING URSA

Director Client Strategy, (remote)

January 2022 - Present

- Develop strategic framework and ideation process for agency
- Lead strategy pitch work winning three out of 4 pitched in the last 12 months
- Tripled revenue through pitch wins and organic growth conducting brand foundation workshops with existing client portfolio
- Develop comms plans and lead integrated marketing process for clients

### INNOCEAN

Strategy & Business Development, (remote)

January 2021 - December 2021

Kia Motors

- Lead brand activation for Kia to launch new brand positioning
- Develop partnership strategy between Kia and Soundcloud to connect with a new audience
- Develop year long comms plans and content strategy to sustain partnership and drive
- <https://www.kia.com/us/en/movement/our-instrument>

Anne Frank House

- Drive brand activation idea to increase relevancy and garner PR
- Lead process with partner agencies to develop integrated campaign work
- Work alongside clients to develop internal materials for launch
- [www.thebookcasefortolerance.com](http://www.thebookcasefortolerance.com)

### BRAND CONSULTANT

Various clients: Camel Cigarettes, AYR, Innerji, Flare Airlines, Tally Weijl, tcarke, Michael Rumsby, Diet Coke  
May 2019 - Ongoing

- Develop brand positioning, strategy, assets and lead ideation process
- Lead comms planning and strategic workshops to align with brand KPIs
- Manage development of materials

→ Time off, relocated to London, UK

### OGILVY, SINGAPORE

Global Business Director

September 2016 - September 2018

- Lead the Pond's business through the first uplift after a 12 quarter decline
- Rebrand and reposition to appeal to younger demographic
- Liaise with local offices in Indonesia, Thailand and India to further develop offering
- Develop market roll-out plan and tool-kits for localisation of global work
- Work within WPP's 'One Unilever' offering to grow business within the network

→ Relocated to Singapore

### LEAGAS DELANEY, LONDON UK

Joint Head of Account Management

September 2013 - August 2016

- Built and managed in-house content editing hub
- Lead relationship with NYC partner agency Badger & Winters
- Doubled revenue by bringing all production in-house across clients Responsible for building profitable team structure and fee proposals to meet client needs
- Responsible for account team training, career planning and personal goal development
- Worked with senior management team to develop agency process and financial reporting



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### **BETC, LONDON UK**

Business Director / Bacardi

June 2013 - August 2013 (Contract)

- Developed launch materials for new creative platform
- Worked with PR and Digital agencies to align on strategy and creative ideas
- Developed activation ideas to make brand famous amongst new demographic

### **DDB, LONDON UK**

Business Director / Lamborghini, Mars, Star Alliance, Unilever

April 2010 - May 2013

- Developed brand strategy, oversee creative executions and grow integrated offering
- Held all senior client relationships and manage account team and agency partners
- Increased offering to include activation, PR and event ideas
- Responsible for income projection, monthly finance reports and quarterly reconciliations

↳ Relocated to London, UK

### **ZULU ALPHA KILO, TORONTO**

Account Director / Bell Canada, New Business

September 2008 - December 2009

### **DDB, TORONTO**

Account Executive - Account Director / Canadian Blood Services, Energizer, Hertz, Unilever Knorr

July 2005 - August 2008