

DALE KNEEN



DIGITAL STRATEGIST

I help clients identify opportunities to bring new value to their business. I do this by developing strategies based on financial, brand and content auditing data, business process analysis, and market and cultural insights. I have deep experience with B2B and B2C digital marketing, developing end-to-end content strategy and governance for global brands.

I create concise, compelling strategic presentations that clearly define the problems facing brands and the digital innovation opportunities that solve them. I am able to negotiate and influence senior stakeholders and I manage these relationships effectively.

My approach to content design is user-centred. I have expert understanding of end-to-end user journeys, identifying where fixes or content improvements need to be made. I create models for content design, from paper sketches to interactive prototypes using software like Adobe Xd.

I structure and tag content for omni-channel and dynamic content delivery. I use tools like Gather Content to streamline content creation processes and improve cost efficiencies by using APIs to move content between design tools like Sketch and content management systems like AEM and Sitecore.

I collaborate with copywriters and UX, motion and visual designers to produce best-in-class creative work. I do this by defining key brand messages, communicating the content value proposition, creating standards documentation such as style, tone of voice and accessibility guidelines, and copywriting.

PROFESSIONAL EXPERIENCE

PUBLICIS SAPIENT (LONDON, UK)

Nov 2020 – Jul 2021

CONTENT STRATEGIST

Helping Phillip Morris transform to a smoke-free future.

[Brand strategy, content strategy, copywriting]

VISBION (LONDON, UK)

June 2020 – Oct 2020

SERVICE DESIGNER

Re-engineered business processes for Public Health England.

[UX strategy, UX design]

COGNIFIDE (LONDON, UK)

Mar 2020 – May 2020

DIGITAL STRATEGIST

Made sure M&G's digital asset dam didn't break.

[Taxonomy, content and asset tagging]

HSBC (LONDON, UK)

Apr 2018 – Dec 2019

CHANGE MANAGEMENT STRATEGIST

Used video to help manage digital change at HSBC's corporate bank.

[Videography, content strategy - Adobe AEM]

STICKY CONTENT (LONDON, UK)

March 2018

CONTENT MARKETING STRATEGIST

Created a content marketing strategy that Lloyd's could bank on.
[Content strategy]

TRIBAL WORLDWIDE (LONDON, UK)

Oct 2017 – Feb 2018

DIGITAL STRATEGIST

Accelerated Volkswagen's transformation to electric cars.
[Information architecture, UX and content strategy]

SAPIENT RAZORFISH (LONDON, UK)

Sep 2015 – Aug 2017

CONTENT STRATEGIST

- Prescribed the digital tonic for HCA Healthcare's rebrand.
- Helped Ashurst reposition its brand after a big merger.

[Content strategy - Adobe AEM and Sitecore]

LLOYD'S REGISTER (LONDON, UK)

Mar 2015 – Sep 2015

PLATFORM SPECIALIST

Navigated safe passage for a maritime company's intranet migration.
[Strategy, content auditing, content design - SharePoint]

OGILVY ONE DNx (LONDON, UK)

Oct 2013 – Feb 2015

MARKETING STRATEGIST

- Scored a brand equity win for BT Sport for Business.
- Created a digital solution that delivered UPS's segmentation strategy.
- Mixed a marketing cocktail that made SABMiller more social.
- Rebooted IBM's event communications.

[Content, brand and social strategy]

EARLIER EXPERIENCE**AMAZON.CO.UK** (LONDON, UK)**CONTENT AND TEAM MANAGEMENT**

Implemented pioneering e-commerce innovation at Amazon.

THE CAPE HERB & SPICE COMPANY (CAPE TOWN, SOUTH AFRICA)**BUSINESS STRATEGY DIRECTOR**

Turned a market stall business into a manufacturing marvel.
[Business strategy]

INDEPENDENT NEWS & MEDIA (CAPE TOWN, SOUTH AFRICA)**WRITER**

Recorded South Africa's transformation from apartheid.
[Journalism]

EDUCATION

MBA - Warwick University, UK (2007)

BA Journalism & Media Studies - Rhodes University, South Africa (1984)

PROFESSIONAL DEVELOPMENT & AFFILIATIONS

Digital Disruption: Digital transformation strategies - Cambridge Judge Business School (2021)

Executive Data Science Specialisation – Johns Hopkins University (2016)

Information Design – University of California (2016)

SOFTWARE SKILLS

SharePoint, Sitecore, AEM, Jahia & WordPress

Adobe & Google Analytics

Adobe Xd, Premier Pro & Illustrator

JIRA and Confluence

Gather Content

LANGUAGES & NATIONALITY

English (mother tongue) / Afrikaans (fluent) • South African-born British passport holder

