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NL & UK

Matthew Carney

STRATEGIST

LINKS

LinkedIn:
<http://www.linkedin.com/in/mattbryancarney/>

Website:
<http://www.matthewcarneystrategy.com>

SKILLS

Brand Positioning

Cultural Strategy

Mentoring

Research Design

Workshops

ABOUT ME

I'm a strategist with a focus on Brand & Culture. I can work fluidly between creative concepting, comms & content planning. I've experience working as a perm and freelancer, both client and agency side, which have varied from local independent to big global agencies in Amsterdam, London, Dubai and Singapore. Currently in the worlds of Tech, Beauty, Beverage, Sports and Entertainment.

▼ HIGHLIGHTS ▼

Webby winner (P&G).
High conversion with pitches I've strategically led (Netflix, Fords Gin...)
Social Impact platform & consultancy founder (Knap.House)
E-Bike Startup campaign lead

▼ BRANDS ▼

P&G Pampers / adidas / Sanctuary Spa / Fly Dubai / Chambord / Unilever
Magnum / Diageo / Netflix / Wrangler / Lego / Heineken (Desperados) /
National Geographic / Kawasaki / BRP (Powersports) / Rolls Royce Marine /
Danone / World Press Photo

▼ AGENCIES ▼

Studio adidas / Elvis / StrawberryFrog / Southpaw / Wearepi / CROWD DNA /
Ogilvy / World Champion Amsterdam / Proud Robinson + Partners / M&C
Saatchi Sports & Entertainment / Nomads

WORK EXPERIENCE

▼ F R E E L A N C E ▼ / Nov 2015 - Present

Studio (a)adidas Amsterdam

adidas running

Creative, brand and digital comms planning for a global product launch focusing on the intersection of running and gaming.

Brand Articulations

Adidas Urban Running

Qualitative field research which involved interviewing urban runners in NewYork, Tokyo and LA.

We Are Pi

LEGO / Amsterdam

Global product innovation research to help Lego design future products for girls aged 8-11, we landed on disruptive insight around friendship and STEM play.

M&C Saatchi Sports and Entertainment

New Business / Amsterdam & London

New Business Pitches - Cultural research, brand positioning and activation planning.

Nomads

National Geographic

Launching Nat Geo experience centres in China, Mexico and NA. This involved building a new cross disciple team to develop research, strategic playbooks, CX strategies and Marketing toolkits across an 18 month roadmap.

Proud Robinson + Partners

Diageo

Cultural strategy, brand positioning and activation planning for The Singleton Whisky, Don Julio, Zacapa, Tanqueray T10

Southpaw

Brown-Forman

Provided strategic leadership and global brand repositioning The Glendronagh portfolio (PR, earned, paid, campaigns) and Benriach (PR and social).

▼ P E R M A N E N T ▼

Global Brands & Agencies / Nov 2006 - Nov 2015

Senior Strategist
Account Manager & Planner

StrawberryFrog & Nomads / Amsterdam, Singapore, Dubai

Pampers P&G

I worked on global and local product innovation initiatives, plus defining global digital ecosystem and consumer experience strategies.

Rolls Royce Marine

Global brand and product initiatives, including product innovation campaigns and lead generation

Danone (Neocate)

Carried out qualitative and ethnographic research to gain insight into Neocate's target group - Mothers with milk allergy babies.

DAZED / London

PR, Marketing & Editor

Elvis Communications / London

Account Manager & Planning on Cadbury's, Mitchells & Butlers and NBA.

EDUCATION

Bachelor of Arts

Coventry University / UK

Culture, Communication & Media

Psychology, English, Media Studies

Winstanley College

WHAT ELSE IS GOING ON?

I'm an LGBTQ+ consultancy founder.
E-Bike Startup campaign lead.
Cheerleading Cultural Strategy since 2019.
Trained stage and screen actor.