

Dale Kneen

Digital Strategist

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I help clients identify opportunities that bring 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 strategy 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 Sigma and 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.

Personal Details

Driver's License: Cars

Eligible to work in the UK: Yes

Highest Level of Education: Master's

Work Experience

Content Designer

Cognizant - London

September 2021 to Present

Optimising the service design for the NHS COVID Pass. [Read more](#)

[Content design]

Content Strategist

Publicis Sapient - London

November 2020 to July 2021

Helping Phillip Morris transform to a smoke-free future. [Read more](#)

[Brand strategy, content strategy, copywriting]

Service Designer

Visbion - London

June 2020 to October 2020

Re-engineered business processes for Public Health England. [Read more](#)

[UX strategy, UX design]

Digital Strategist

Cognified - London

March 2020 to May 2020

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

[Taxonomy, content and asset tagging]

Content Strategist

HSBC - London

April 2018 to December 2019

Created videos to manage digital change at HSBC's corporate bank. [Read more](#)

[Videography, content strategy - Adobe AEM]

Content Marketing Strategist

Sticky Content - London

March 2018 to March 2018

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

[Content strategy]

Digital Strategist

Tribal Worldwide - London

October 2017 to February 2018

Accelerated Volkswagen's transformation to electric cars. [Read more](#)

[Information architecture, UX and content strategy]

Content Strategist

SapientRazorfish - London

September 2015 to August 2017

- Prescribed the digital tonic for HCA Healthcare's rebrand. [Read more](#)

- Helped Ashurst reposition its brand after a big merger. [Read more](#)

[Content strategy - Adobe AEM and Sitecore]

Platform Specialist

Lloyd's Register - London

March 2015 to September 2015

Navigated safe passage for a maritime company's intranet migration. [Read more](#)

[Strategy, content auditing, content design - SharePoint]

Marketing Strategist

OgilvyOne - London

October 2013 to February 2015

- Scored a brand equity win for BT Sport for Business. [Read more](#)

- Created a digital solution that delivered UPS's segmentation strategy. [Read more](#)

- Mixed a marketing cocktail that made SABMiller more social. [Read more](#)

- Rebooted IBM's event communications. [Read more](#)

[Content strategy]

Education

Certificate in Digital Transformation Strategy

Cambridge Judge Business School - Cambridge

January 2021 to March 2021

Certificate in Data Science

Johns Hopkins University - Baltimore, MD

January 2016 to April 2016

Certificate in Information Design

University of California - San Diego, CA

March 2016 to March 2016

Master's in Business Administration

Warwick University - Coventry

January 2004 to June 2007

Bachelor's in Journalism & Media Studies

Rhodes University - Grahamstown, Eastern Cape

January 1982 to December 1984

Skills

- Digital marketing (10+ years)
- Content strategy (10+ years)
- Content design (10+ years)
- Marketing strategy (10+ years)
- Digital transformation strategy (10+ years)
- Marketing (10+ years)
- Information design (10+ years)
- Data strategy (10+ years)
- Digital innovation (10+ years)
- Google Analytics (10+ years)

Links

<https://www.creativenewsroom.com/>