

Anne Phillips

annephillips.co.uk

SUMMARY

- > Strong consumer marketing and luxury brand credentials, developed over 14 years spent in senior roles within Moët Hennessy–Louis Vuitton and Heineken.
- > MA in Translation (IT-EN and FR-EN) and BA Hons (1st Class) in International Business, French and Italian
- > Global marketing expertise with a proven record in translation and localisation.
- > Experienced user of SDL Trados and XTM

EXPERIENCE

Jan 2016 – ongoing: Marketing Consultant and Linguist

Scope: freelance translation and transcreation for French and Italian clients.

Work carried out has included advertising material translation, subtitling, website copy, website keyword optimisation and consumer pharmaceutical packaging.

Clients include:



May 2016 – Mar 2017: Head of Brand: Ardbeg



Glenmorangie, LVMH: Scotland

Scope: global strategic and creative management of the Ultimate Islay Single Malt Whisky

Key Results:

- > Responsible for global brand curation, involving the creation and localisation of all aspects of Ardbeg's marketing mix for our diverse key markets.
- > Delivery of double-digit growth globally, with industry-leading growth rates in our top 10 markets.

Dec 2009 – May 2016: Global Senior Brand Manager



Glenmorangie, LVMH: Scotland

Scope: global management of the prestige and innovation portfolio of one of the world's leading luxury single malt whiskies

Key Results:

- > Full prestige range management, delivering double-digit volume growth and significant value growth.
- > Wide-ranging experience in innovation leadership, including creation and delivery of limited edition whiskies, and a significant global website redesign and localisation project which increased traffic by +30%.

21 Ross Gardens
Edinburgh
EH9 3BS
Scotland

+44 (0) 7734701123
aphillipstranslation@gmail.com
27.06.1980

Feb 2008 – Dec 2008: Strategic Planner

The Leith Agency: Scotland

Scope: *brand planning and strategic development at Scotland's largest advertising agency*

Key Results:

- > Developed winning strategies which brought three new clients to Leith (NHS Health Scotland, Franke International, Dundee City Council), worth over £350k.



Nov 2005 – Mar 2008: Brand Manager

Heineken / Scottish & Newcastle UK: Scotland



Scope: *responsible for £12 million annual marketing spend on premium beer brands*

Key Results:

- Led the development of a new brand strategy for San Miguel lager, with revised equity and marketing mix, with a resultant value growth of +12%.

Aug 2003 – Oct 2005: International Graduate Programme

Scottish & Newcastle



Scope: *a two-year programme to give international visibility and experience in a range of international roles.*

EDUCATION

2014 – 2016

University of Bristol: England



M.A. Translation: Awarded with Merit

- > French to English and Italian to English
- > Modules covered Literary, Commercial and Financial translation and CAT tools.

1998 – 2003

University of Strathclyde: Scotland



BA Hons (1st Class): International Business, French and Italian

- > Distinction in French and Final Year Honours Prize for Best French Student
- > One year at EM Lyon on a Masters in Management course

1992 – 1998

St. Luke's High School: Barrhead, Scotland

Dux Medallist: Six Highers at Grade A

- > English, Maths, French, Italian, Physics, Chemistry

