

WIL KOSLOWSKI

STRATEGIST | CURRICULUM VITAE

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STRATEGY SKILLS & EXP

- B2C and B2B experience
- Project range: BAU, repositioning, product launches, retail / demand generation, ecosystem strategy, brand architecture, portfolio planning
- Creative briefs (small, med, large) on high volume accounts
- Close collaboration with creative teams
- Client, internal, board presentations
- Messaging matrix, channel planning
- Cross-functional with media, UX, CX
- Strategy lead on 2x NFP clients
- Excellent presenting skills (thanks to 15 years of debating)
- Client relationship management

RESEARCH SKILLS & EXP

- Qualitative research (focus groups, structured and field interviews), analysis
- Quant research (building surveys, audience sizing), analysis
- Research agency collaboration
- Cultural, trend research and insights
- Competitive analysis, reports
- Academic research
- Simple, actionable data presentations

INDUSTRIES & CLIENTS

- **Auto** (Toyota, Lexus, Toyota Genuine Servicing, Toyota Accessories, KINTO)
- **Financial Services** (American Express, Toyota Insurance, Toyota Finance)
- **FMCG** (Patties, Four'N Twenty)
- **Not-for-profit** (MOOD Tea, OurVillage)
- **Travel** (APT Luxury Travel, TravelMarvel)
- **Gaming** (Activision Blizzard)
- **Sport** (The Wallabies)

AWARDS

- LIA, Clio, AdFest (Bronze) for MOOD Tea
- 2x Aus Effies (Bronze) for Toyota (working under my manager)

EDUCATION

- Commerce (Marketing) / Arts (German, Chinese), [Australian National University](http://www.australian-national-university.edu.au/)
- Core Strategic Planning, [AdSchool AU](http://www.adschool.au/)

EXTRA-CURRICULAR

- Champion debater ("nerd"). Top-10 speaker Australia; competed in Australasian and World Championships
- 7 years Surf Lifesaving, Rescue Boat driver
- Football and basketball tragic

REFERENCES

See [colleague and client references](#)

... WHO IS THIS GUY?

Sales -> suit -> strategy. Mid-weight planner on the world's biggest auto brand and lead on 2x NFP accounts, both for record results. Focused on strategy that is more useful than smart, to help make work that works (see [my website](#) for more). Looking for a strategist role in London from June 2024.

OK, WHAT HAS HE DONE?

Strategist | [Dentsu Creative \(Australia\)](#)

Jun '22 – Present

Clients: [Toyota](#) (plus Insurance, Finance, Servicing, Pre-Owned, Accessories, and Carshare sub-brands), [APT](#) and [TravelMarvel](#) (travel), [MOOD Tea](#) and [OurVillage](#) (NFP), [Patties](#) and [Four'N Twenty](#) (FMCG)

Summary: After cutting my teeth in accounts, I moved into strategy to join a two-planner team on Toyota, reporting directly to a strategy partner.

1. Led high volume of small & medium briefs, taking ownership across full creative process (see [full portfolio](#))
2. Supported large briefs with deep / wide research and document writing, helping drive record client results (see [client, colleague references](#))
3. Led 2x major projects (annual \$10M creative campaign; full rebrand) on two NFP clients for excellent results (+13% revenue, Effie paper written, LIA Bronze; rebrand buy-in after previous unsuccessful attempts)
4. Highest client relationship scores in the agency for our strategy duo

Account Service | [Dentsu Creative \(Australia\)](#)

Dec '20 – Sep '21 (Account Executive); Oct '21 – Jun '22 (Account Manager)

Clients: AmEx (fin. services), Activision Blizzard (gaming), Wallabies (sport)

Summary: Wanted to learn the business side of advertising first. I was quickly promoted through from Executive to Manager and led my own small team.

1. Led ~15 projects on the fly, writing 2-3 briefs / week on the agency's highest-volume account. Whew. Started to grasp what helps creative teams shine and how great work gets made
2. Strategy support wherever possible (comp reviews, brief writing, research)
3. Close relationships with clients, learning more about their business than they did to gain trust and sell in work. Can schmooze well
4. Active financial management, forecasting, and ownership of profitability

IT CAN'T ALL JUST BE AD-LAND?

- 2020: PR Intern – History Will Be Kind
- 2019-2020: Marketing Assistant - Australian National University
- 2019-2020: Marketing Coordinator - Twofold Aboriginal Corporation
- 2016-2019: Sales Representative - Bailey Nelson
- 2017-2018: Marketing Intern - SmartBay (China)
- 2015-2017: Founder - Debating Workshops Canberra
- 2013-2017: Debating, Public Speaking Coach - Department of Education
- 2016-2017: President - German Australian Students Society
- 2015-2016: Head of Marketing - German Australian Students Society
- 2013-2014: Door-to-door Salesperson - LMS Thinking
- 2010-2013: Café Assistant, Line Cook, Private tutor