



Laura Brady

CURRICULUM VITAE

I am a results-driven professional with over two decades of experience in marketing, client relationship management, and operational leadership at top-flight clients and large global-brand communications agencies. My expertise includes strategic planning, executive and client engagement, project management, and team leadership. I am adept at fostering strong personal and commercial relationships and creating collaborative environments that drive excellence. I am seeking to transition my extensive experience to a role within the social and economic development sector where I believe I can make a difference.

TIMELINE



2022 – Present
Managing Partner



2018 - 2022
Client Service Director



2005 - 2018
Account Director
Project Manager
Account Manager



2001 - 2005
Sales & Marketing Executive



1996 - 2001
Post-Matric Work Experience

WORK EXPERIENCE



Apr 2022 – Present
Arc (Publicis Groupe): Managing Partner

- Full operational management of the agency, including broader strategic direction.
- Driving revenue growth and managing up to 16 staff members.
- Developing, managing and delivering on monthly revenue budgets and forecasts.
- Leading large project scoping and costing, including new business pitches.
- Building and maintaining high-level client relationships and key account management.
- Promoting a positive work environment and mentoring staff.

Jul 2018 – Mar 2022
Arc (Publicis Groupe): Client Service Director

- Oversight of Client Service team, managing multiple projects from concept to execution.
- Crafting and delivering creative briefs to teams.
- Developing and refining strategies to achieve client goals.
- Managing client expectations and timelines, ensuring exceptional service delivery.
- Financial control of budgets, including reconciliations and reporting.

GET IN TOUCH

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SKILLS



Job Skills

Administrative skills
Advertising (integrated 360°)
Analytical skills
Business operations
Scoping and budgeting
Content development
Corporate communications
Customer relationship management (CRM)
Copy/editing/proof-reading
Customer journey mapping
Data-driven marketing
Direct marketing
Event management
EXCO member
Investor relations
Loyalty
Management/leadership skills
Marketing skills
Partner management
Presentation skills
Project management
Research skills
Team management
Stakeholder communications
Strategic skills
Training skills



Oct 2017 – Apr 2018
FCB Africa: Freelance Account Director

- Managed projects from start to finish, within deadlines and budget.
- Delivered presentations and maintained client relationships.
- Handled budgets, managed campaign costs, and invoicing.



Jul 2017 – Sept 2017
Inco: Freelance Project Manager

- Managed stakeholder reporting communications, including Integrated Annual Report projects.
- Ensured compliance with JSE regulations and managed project timelines.



Jan 2017 – June 2017
iKineo: Freelance Account Director

- Managing a portfolio of accounts.



Feb 2016 – Dec 2016
Phoenix House Addiction Rehab Centre: Freelance General Manager

- Managed startup operations, including registration with the Department of Social Development and various other government departments.
- Handled human resources, including recruitment, employment contracts, and staff management.
- Developed and executed marketing plans, social media management, and content development.
- Managed financial operations, including budget planning and reporting.



May 2014 – Jan 2016
Greymatter & Finch: Senior Project Manager

- Oversaw and managed projects from quoting to delivery.
- Developed timelines in accordance with JSE regulations, implemented creative briefs, and coordinated production jobs.
- Maintained client relationships and managed client expectations.



Sept 2011 – May 2014
Pie Street Advertising: Account Director

- Effective management of key accounts
- Liaison and client relationship management

SKILLS



Soft Skills

Adaptability
Conflict resolution
Consistency
Creativity
Deadline success
Decision making skills
Detail oriented
Emotional intelligence
Empathy
Expectation setting
Fairness
Flexibility
Goal oriented
Initiative
Negotiation
Multitasking
Open/approachable
People/interpersonal skills
Planning/
organisational skills
Problem solving skills
Reliable/responsible
Resilience
Self-starter
Teamwork/
collaboration
Time management skills
Written/verbal communication skills



Aug 2009 – Aug 2011
Inco: Divisional Project Manager

- Conducted direct marketing, client research, and detailed job quotations.
- Managed entire project lifecycle from initial briefing to final proof.



Dec 2007 – June 2009
Blast Communications: Account Director

- Effective management of key accounts
- Liaison and Client relationship management



Jan 2007 – Nov 2007
Wunderman (Y&R): Account Director

- Effective management of key automotive accounts
- Liaison and Client relationship management
- Management of Account Executive



Apr 2005 – Dec 2006
TBWA/G1: Account Manager

- Effective management of Nissan Account
- Liaison and Client relationship management
- CRM
- Events



May 2001 – Mar 2005
TradeWorld (Johnnic Communications): Sales & Marketing Executive

- iNet Bridge News, Tender and Business information subscription services

EDUCATION



2018
Teaching English as a Foreign Language (*Distinction*)
TEFL Academy



1995
Matriculation
Norkem Park High School



2012
BA (Psychology)
Honours Degree
UNISA



2008
BA (Health/Social Sciences)
Bachelor's Degree (*Cum Laude*)
UNISA

INDUSTRY EXPERIENCE



Automotive



Financial Services



FMCG



Pharmaceutical



Retail



Telecomms



REFERENCES

Keith Lindsay

- Arc SA: Managing Partner (Ex)
- +27 83 275 5761

Quinton Luck

- Arc SA: Managing Director (Ex)
- +27 73 817 7581

Cecilia Benson

- iKineo: Client Service Director (Ex)
- +27 73 497 7181

Brit Ellefsen

- Greymatter & Finch/Ince: Supplier (Ex)
- +27 83 309 5041

RECOMMENDATIONS

- *"Laura's dedication is outstanding and will be an asset to any company that she works for."* Tamsin Darroch (ex-Client, Arc)
- *"Working with Laura I have been consistently impressed by her passion, resilience, hard work and tenacity, as well as her exceptional skills in mentorship and leadership."* Sheri Udemann (ex-Employee, Arc)
- *"Laura is one of the best people I've ever worked with."* Sarah Britten (ex-Colleague, Wunderman)
- *"Laura always put the client first, executed briefs on time and took great care in making sure that client needs were accurately captured."* Liz Venter (ex-Client, Wunderman)

PERSONAL INTERESTS

- Personal development and self-growth
- South African interest (current affairs, politics, history)
- Reading and history podcasts
- Netflix series and true crime
- Creative expression through mosaic
- Animal welfare