LUCY HARGREAVES

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EMPLOYMENT HISTORY

Strategist (Freelance)

June 2026 - Present

- Freelance strategist at influencer gifting agency owning RTBs and consulting on account retention and growth, including the development and commercialisation of the agency's measurement offering.

Stagwell (SmartAssets)

Sep 2024 - June 2026

AI native SaaS platform helping brands govern and optimise advertising assets

Product Lead, Creative Intelligence Sep 2025 - June 2026

- Led the strategy and product roadmap for core product propositions, including a creative intelligence engine and brand governance solutions.
- Built a predictive creative intelligence system to identify why certain assets performed on paid, organic and influencer content.
- Translated analytical findings into clear strategic stories and recommendations for senior client stakeholders, with recommendations contributing to a 306% increase in ROAS for a global cosmetics brand.
- Led enterprise discovery workshops with agencies and brands including Lenovo, Volkswagen, P&G and Estée Lauder, uncovering customer and business needs and translating complex problems into clear product opportunities and requirements.
- Developed a database of high-performing psychological and creative principles across ad platforms, forming the foundation for an asset scoring algorithm.

Product Owner Sep 2024 - Sep 2025

- Experience included above

Tailify

Dec 2019 - July 2024

Influencer marketing agency powered by behavioural science, offering an AI driven Influencer selection tool

Tailify / Senior Lead Strategist Sep 2021 - Sep 2024

Influencer marketing agency offering an AI driven Influencer selection tool

- Strategy lead on the agency's largest accounts, representing 70% of total agency revenue, developing and presenting annual scaling roadmaps to c-suite stakeholders for brands including NordVPN, Fiverr, Rosetta Stone and Emma Sleep.
- Grew a digital subscription brand's influencer programme from an initial £40k campaign into a multi-market annual partnership for three consecutive years, more than doubling spend YoY and establishing influencer as the brand's highest-performing channel for customer lifetime value.
- Managed a strategy team of 5, owning department-level KPIs and OKRs alongside performance reviews and development plans.
- Developed Tailify's unique reporting offering by introducing quantitative post-campaign analysis as well as applying Behavioural Science principles to explain the performance of Influencer content, working closely with a team of Data Scientists and in-house psychologists.
- Represented the agency at Youth Marketing Summit London and a series of industry webinars, building the agency's thought leadership profile in the creator economy space.

Lead Strategist Oct 2020 - Sep 2021

- Experience included above

Strategist Dec 2019 - Oct 2020

- Experience included above

ADDITIONAL SKILLS

Tools, (Claude, JIRA, Confluence, Miro, Google suite, Powerpoint), Data and measurement (Global Web Index YouGov, Nielsen), market research (Fifty, Attest, Canvas8)

EDUCATION

The University of Bristol **Sep 2016 - June 2019**

2:1 BA (Hons) Anthropology