

Alex Steer

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PROFILE

I'm a planner working across disciplines on WPP's global Marketing Fellowship, currently at Ogilvy Cape Town. I have worked on strategy and campaign development for major brands and organisations in the UK and South Africa. I began my career as a dictionary editor, which taught me to value the twin contributions of measurement and creativity to solving communications problems.

EMPLOYMENT

2009-present: **Marketing Fellow, WPP (marketing communications group).**

A three-year program comprising rotations through WPP's companies, with the aim of developing high-calibre management with experience across marketing disciplines and cultures.

2009-present: **Planner, Ogilvy Cape Town (advertising/communications agency).**

Brand and communication strategy; campaign development; reviewing competitor brands and market activity; consumer and market trends advice for client and agency audiences; briefing creative teams to develop campaign ideas and executions; strategy for new business pitches.

2009: **Analyst, The Futures Company, London (strategic research consultancy).**

Helping brands and organisations adapt to change by monitoring attitudes, behaviours and trends. Designing and running research-backed trends, futures and strategic planning projects. Producing reports, briefings and presentations. Working with organisations to improve marketing and communication strategy development.

2008-09: **Research Analyst, New Philanthropy Capital (charity analytics consultancy).**

Advised donors, funders and charities on how to achieve and demonstrate greater social impact from their activities. Planned, researched and wrote reports and briefings on charities' work in the education sector. Analysed charities' activities, results and finances and produced funding recommendations.

2006-08: **Assistant Editor, Oxford English Dictionary, Oxford University Press.**

Researched the history and development of the English language. Wrote and edited dictionary entries. Used proprietary language corpora and search tools, and trained other editors and researchers on search methodologies and use of linguistic resources. Advised on specialist areas of lexicography and historical bibliography (especially early English). Developed public relations as a correspondent on the OED's Word and Language Service. Gave presentations to school and university students and the media on the OED and its work.

2009 (part-time): **Associate Lecturer in English Language, Open University.**

Taught English language and linguistics to students. Marked written work and gave group tutorials.

2007-08 (part-time): **Tutor in English Language and Literature, University of Oxford.**

Taught undergraduates reading for papers in English language and medieval literature. Set and marked written work, and gave one-to-one and small-group tutorials.

EDUCATION

Girton College, Cambridge University (2001-05).

2005: **M.Phil. Medieval and Renaissance Literature.** Thesis on late medieval English historical bibliography. Distinction in examination. Arts and Humanities Research Council award, 2004-5.

2004: **B.A. (Hons.) English, double 1st class.** Top in college year. M.A. degree awarded March 2008. Graduate Scholarship, 2004-05; Davies Scholarship, 2004; Russell Scholarship, 2003.

Caterham School, Caterham, Surrey (1991-2001).

2001: **A Levels.** English Literature (A), Government and Politics (A), Modern History (A), Latin (A). Academic scholarship, 1994-2001. Academic awards for English and Latin. 1998/99: **GCSEs.** 10 at Grade A*; 1 at Grade A.

ADDITIONAL SKILLS

Computing: highly proficient; experience across major operating systems and with common software (incl. Word, Excel, Powerpoint, basic SPSS) and internet applications. Coding and markup experience in XML flavours, XSL, CSS, PHP, Javascript, Perl, Python, Bash. Fast learner on proprietary platforms.

Languages: Native English, conversational French (good reading knowledge), some German and Afrikaans, several historical languages. Expert on history of English.

INTERESTS

Hiking and camping; cycling; improvised comedy; music (guitar, banjo, drums); language and communication; word games. Member of the Philological Society.