

MALIN SONESSON

Relationship-driven business & client lead

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PROFILE

Strategic and innovative digital business lead with over 15 years' experience leading and delivering integrated (but digital first) marketing, brand, and customer experience initiatives across global markets. Proven track record of driving business growth and digital transformation for high-profile clients across the luxury, FMCG, retail, tech and lifestyle sectors.

Skilled in shaping consumer-first strategies by blending data, insight, and human-centred design thinking to optimise end-to-end consumer journeys. Adept at managing complex stakeholder ecosystems and cross-functional teams to deliver award-winning work across web, social, eCommerce, CRM and campaign channels.

Recognised for strategic thinking, creative leadership, and a pragmatic, collaborative approach that inspires trust and drives results.

KEY SKILLS

- **Digital leadership:** Extensive agency-side experience delivering full-funnel digital solutions across web, eCommerce, social, UX and CRM for global brands. Skilled in leading cross-functional teams to build digital ecosystems that drive engagement and ultimately growth.
- **Strategic thinking:** Proven ability to translate complex business challenges and consumer insight into actionable strategies that drive transformation, performance, and brand relevance. Strong commercial and business acumen paired with a deep understanding of audience behaviours and market trends.
- **Creative and experience design:** Expertise in developing and delivering award-winning creative campaigns and experiences that deliver measurable impact. Adept at applying human-centred design principles to optimise the full consumer journey - from acquisition through to retention and advocacy.
- **Conversion and performance optimisation:** Strong grasp of conversion strategy and digital performance levers across owned and paid channels. Experienced in applying data-driven insights to improve UX, content, and targeting to increase engagement and drive conversion and sales.
- **Stakeholder engagement and leadership:** Trusted adviser to senior clients, internal leaders, and global stakeholders in highly matrixed organisations. Collaborative, solutions-focused communicator with a track record of building long-term relationships and guiding cross-functional teams to success.
- **Business & commercial acumen:** Experienced in budget ownership, P&L management, forecasting and account planning. Adept at identifying new revenue opportunities and driving business growth through strategic planning and pipeline management.

INDUSTRY ACCOLADES

- 2022 BIMA - Silver for Toblerone in Best D2C platform
- 2017 DMAs - Gold for Best Digital Experience // Silver in Technology category (award submissions lead) (IBM)
- 2016 Euro Effies - Silver for Brand Revitalisation // Bronze for Services (UPS)

NOTABLE EXPERIENCE

Maternity leave

May 2024--Current

Business Director

Monks London (digital expertise & technology services), August 2021--December 2024

- Responsible for the client-agency relationship, business management, revenue generation and growth of a mixed fashion & luxury portfolio, as well as the Pernod Ricard liquor portfolio. I grew the Pernod Ricard portfolio 100% YoY in project revenue across Europe.
- EMEA business lead for .monks engagement with PayPal.
- Some notable assignments:
- *My team and I became Chivas Regal's first culture strategy agency partner after a successful competitive pitch.*
- *NFT auction platform for Gucci, NFT campaign mechanic for Toblerone, Owner of strategic Gen AI agenda with Pernod Ricard and PayPal. Gen AI implementation in production for Pernod Ricard.*
- *Business lead for the Toblerone brand relaunch across their digital and social ecosystem as well as campaigns in the UK. This included a brand new DTC platform, an integrated campaign and an activation plan including an influencer & maker strategy and programme.*
- *Strategy, creative concepts, and creative production of Royal Salute's fashion collaborations; Richard Quinn (Year 2), Harris Reed (Year 3).*
- Client mix: Pernod Ricard (Chivas Regal, Ballantine's, Royal Salute, Lillet), PayPal, Spotify, Gucci, Belmond, Caudwell, Toblerone, Oreo, King, Which?, Wella

Business Director & Squad Lead

WPP (Ogilvy & VMLY&R) London (customer experience & brand strategy partner for the WBA Partnership), June 2020--June 2021

- Business lead for workstreams covering Boots' loyalty & CRM, martech, customer value & baby propositions. Managed a cross-functional team delivering customer experience, CRM, an influencer programme and fully integrated work.
- Key driver of the business transformation agenda for Boots - moving from brand-centric to customer-centric thinking by using a range of human-centered design thinking methods and tools to optimise the end to end customer journey.
- In doing so, we applied agile working methodologies, allowing us to implement initiatives quicker to optimise on the go, and in a more efficient (time & budget) and collaborative way.

Business Director

Wunderman Thompson UK London (full service marketing agency), August 2018--April 2020

- Led the EY and International Olympic Committee accounts - a mix of web, content & UX, brand & marcomms, social media, and digital- and commercial partnership strategy and campaigns.
- Successfully pitched a social media partnership campaign to the IOC and The Coca-Cola Company consisting of a platform-innovative and Gen-Z emotive campaign proposition and concept.
- Business lead for a team that successfully revolutionised the acquisition and retention programmes for PAYG/PAYM mobile customers for BT & EE Mobile. We did this by implementing multi-channel, tailored contact- and targeting strategies, a test & learn strategy, creative- and content optimisations, bespoke landing experiences, and bespoke onboarding/early life journeys. This resulted in reduced churn and improved NPS + overall customer satisfaction.

Strategic Account/Client Services Lead

Nordic Morning Malmo, Sweden (data-driven marketing and digital services agency), April 2018--August 2018

- Strategic and commercial ownership of developing and growing a portfolio of FMCG, logistics, FSI and automotive brands.
- Delivered brand awareness, performance-led marketing and digital transformation initiatives across Web, Search, Content, and Social.
- As part of the leadership and business development team, I helped to develop and grow the agency core offering (off-the-shelf solutions) and capabilities, as well as running pitches and managing the onboarding process for new clients.

Freelance Business Director

Wunderman UK London (*digital and customer experience agency*), March 2018--April 2018

- Client mix: BT and EE

Travelling Australia and Europe December 2017--March 2018

Freelance Senior Account Director

OgilvyOne London, UK (*customer engagement agency*), March 2017--November 2017

- Client mix: IBM, Huawei

Account- and Project mgmt. Lead

Vertic A/S Copenhagen, Denmark (*digital marketing agency*), October 2016--February 2017

- Client mix: Eli Lilly, Novo Nordisk

Freelance Account Director

Various London, UK (*customer engagement and digital marketing agencies*), January 2015--July 2016

- Client mix: Samsung, BlackRock, iShare, UPS

Freelance Account Director

Publicis Reputation Copenhagen, Denmark (*full-service marketing agency*), April 2014--November 2014

- Client mix: Renault, Dacia (Scandinavia)

Senior Account Manager to Account Director

DDB Sydney Australia (*full-service marketing agency*), July 2012--March 2014

- Client mix: Audi, Telstra

Account Manager

Global Red Australia Sydney (*life-cycle marketing agency*), October 2011--July 2012

- Client mix: Priceline Pharmacy

Account Manager

AdPeople Worldwide Copenhagen, Denmark (*marketing service/production agency*), September 2010--August 2011

- Client mix: Dell

Account Executive

M&C Saatchi Sydney, Australia (*full-service marketing agency*), September 2009--June 2010

- Client mix: Virgin Mobile, Optus

Account Associate

Bite Communication Sydney, Australia (*brand and communications agency*), June 2009--October 2009

EDUCATION

Bachelor of Arts in Communication; Major in Public Communication (Public Relations)

University of Technology, Sydney

2007--2009, Sydney, Australia

Media- and Communication Science

Lund University

2006, Lund, Sweden

PERSONAL INTERESTS

Any spare time away from my one-year old I spend doing yoga, listening to vinyls, and dancing.