



# KIERAN SULLIVAN

**SOCIAL & INFLUENCER STRATEGY DIRECTOR**

PORTFOLIO - [jayandwren.com](http://jayandwren.com)

## PROFESSIONAL PROFILE

A strategic Social & Influencer Director with a decade of experience bridging the gap between brand objectives and creator-led storytelling. Expert at translating complex business goals into high-impact, culture-driven strategies across TikTok, Instagram, and YouTube that drive measurable ROI. Proven leader in managing cross-functional teams and multi-million-pound budgets to deliver integrated campaigns for global brands like Disney, Pepsi, and Sky.

## CONTACT

PHONE  
+44 7798 692 454



EMAIL  
[kps9dn@gmail.com](mailto:kps9dn@gmail.com)



LINKEDIN  
[linkedin.com/in/kieransullivan1/](https://www.linkedin.com/in/kieransullivan1/)



LOCATION  
Brighton



## SKILLS

STRATEGY & EXECUTION  
CULTURAL LANDSCAPE ANALYSIS  
CREATOR ECONOMY EXPERTISE  
ROI-DRIVEN CAMPAIGN STRATEGY  
CROSS-FUNCTIONAL TEAM ALIGNMENT  
PARTNERSHIP & CONTRACT NEGOTIATION  
MULTI-PLATFORM SOCIAL EXPERTISE  
STRATEGIC VISION & ROADMAPPING  
CREATIVE CONCEPT DEVELOPMENT  
NEW BUSINESS & ORGANIC GROWTH  
DATA-DRIVEN PERFORMANCE ANALYSIS  
SENIOR STAKEHOLDER MANAGEMENT  
INTEGRATED PAID SOCIAL STRATEGY  
TEAM LEADERSHIP & DEVELOPMENT  
GO-TO-MARKET STRATEGY  
BUDGET MANAGEMENT & OPTIMISATION  
AGENCY REPRESENTATION  
AUTHENTIC STORYTELLING  
PROJECT MANAGEMENT  
INFLUENCER PROPOSITION DEVELOPMENT

## PROFESSIONAL EXPERIENCE

### FREELANCE SOCIAL & INFLUENCER DIRECTOR

Propellernet  pepper. DEPT.®

SENIOR ACCOUNT MANAGER (2019-2023)

MARKETING MANAGER (2015-2019)

RocketMill



### STRATEGIC VISION & INSIGHT

- Directing overarching influencer and social strategies from brief to execution, ensuring every creator touchpoint aligns with long-term commercial growth targets.
- Developing integrated paid social and influencer marketing roadmaps across TikTok, Instagram, and YouTube to exceed business objectives for market leaders like Disney and O2.
- Translating complex business goals into clear, actionable strategic directions that unlock digital potential and drive sustainable brand growth.
- Leveraging deep data analysis and cultural insights to inform go-to-market strategies, bridging the gap between brand identity and audience trends.

### CREATIVE CULTURE LEADERSHIP

- Translating business needs into culture-relevant creative concepts and creator-led stories for brands such as Pepsi and Walkers.
- Leading cross-functional alignment between creative, media, and activation teams to ensure seamless execution and maximum campaign impact.
- Cultivating a growth mindset environment, mentoring junior specialists to push creative boundaries while maintaining strategic rigour.
- Championing a culture of innovation and agency representation, challenging traditional thinking to achieve record-breaking results for clients.

### EVIDENTIAL BUSINESS IMPACT

- Managing multi-million-pound budgets for global accounts like Halfords and partypoker, providing strategic oversight and data-driven optimisation.
- Scaling business performance through a relentless focus on measurable business outcomes.
- Delivering high-impact results for premier media brands including The Financial Times, The Guardian, and The Telegraph through expert platform knowledge.
- Fostering long-term organic growth and agency-client partnerships by consistently exceeding ROI targets for a diverse portfolio.

# KIERAN SULLIVAN

## SOCIAL & INFLUENCER DIRECTOR

Kieran excels at aligning cross-functional teams to deliver a unified brand narrative. He consistently bridges the gap between high-level creative vision and technical execution.

## MARKETING MANAGER @ HALFORDS

Under Kieran's guidance, our digital potential was met through precision targeting and creator partnerships. He was able to clearly translate brand goals into scalable, high-conversion social strategies.

## DIGITAL MARKETING MANAGER @ PARTYPOKER

Kieran's strategic roadmapping was instrumental in navigating the ever-shifting influencer landscape. He provides the clarity needed to make every pound work harder.

## CLIENT PARTNER @ ROCKETMILL

Kieran's data-driven approach to influencer marketing helped us achieve record-breaking results and sustainable growth. He balances creative intuition with a relentless focus on measurable ROI.

## HEAD OF DIGITAL MARKETING @ IMMEDIATE MEDIA

Kieran's ability to mentor and develop junior talent while managing global accounts is a testament to his leadership. He creates a supportive environment where high-performance and creativity thrive together.

## CREATIVE DIRECTOR @ PROPELLERNET

Kieran is a fantastic collaborator who fosters genuine partnerships across both internal teams and external stakeholders. His ability to manage complex client relationships with proactive communication is always impressive

## PAID SEARCH DIRECTOR @ MG OMD

## BRANDS I'VE DIRECTED

HUGGIES

Daily Mail

O<sub>2</sub>

halfords



party poker

sky

Panasonic

FT



Disney

AutoTrader

The Guardian



Tripadvisor



Dropbox



KUONI



pepsi

The Telegraph

goodFOOD

Premier Inn



GYMSHARK

CELSIUS.  
LIVE FIT



the gym group



PUREGYM

New Scientist

RadioTimes

BBC  
Gardeners' World magazine