

KATIE SCHEDING LONGHURST



KT@MangoTango.Asia



www.linkedin.com/in/ktscheding



+855 17 555 209, +1 646 290 5376

Seeking a senior management role to leverage my track record in business and digital marketing, which values my creativity, strategic thinking, innovation, positive problem solving and experience growing accounts and businesses.

Vertical experience: technology, financial services, energy, pharmaceutical.

DIGITAL MARKETING PIONEER, FOUNDER, INNOVATOR

Leader in the business community with strategic experience building digital, patented solutions across Fortune 100 companies.

Currently serving as Secretary General for the Board of Directors for the European Chamber of Commerce Cambodia; former Chair of the Board, International School of Phnom Penh

EXPERIENCE

Founder, President

MangoTango Asia | Phnom Penh | 2014-present

Profitable our first year. Grew business from 3 to 15 employees and from 1 to 12 clients. Strategic marketing services included digital/social, TVC/radio, print/outdoor, events, and brand launches for private clients, public entities, and NGOs.

Director, International Social Media

Social@Ogilvy | London | 2013-2014

Managed multiple annual million-pound-plus accounts including American Express, IBM, UPS, and Westfield; provided major client digital strategy and account management. Focused on staff mentoring and retention within account teams.

Director, Social Media & Mobile

American Express | London | 2012-2013

Responsible for all worldwide social media and mobile strategy outside the U.S. for Global Network Accounts, working with international bank and marketing representatives. Developed and implemented go-to-market social / mobile strategies. Managed agency and supplier selection and execution.

Consultant

scheding.com | London & Belgrade | 2008-2012

Marketing consultant for McCann Erickson and other private sector businesses and NGOs. Regional clients included Coca-Cola, Rosa water, Raiffeisen Bank, Nescafe, and Piraeus Financial Services.

Director, European Operations

OnIt Digital | London & Belgrade | 2006-2008

Led virtual marketing and technical development teams across the U.S., Europe, and Thailand to produce confidential white-label digital advertising solutions (websites, landing pages) for agencies and clients such as Universal Music and ROO TV.

VP, Group Director, Sr. Interactive Strategist Wunderman/Y&R | New York | 2002-2006

Created custom digital marketing solutions (websites, early social media, custom blog platform, games, training) for major U.S. corporations: Pfizer, Novartis, Microsoft, Hewlett Packard, Citibank, AICPA, and Chevron.

Director, Emerging Payments Technology American Express | New York | 2000-2001

Also, Director, Online Marketing. Formulated strategy for all digital programs for large Establishment Services clients; transformed consumer concepts to ensure sound business metrics and adoption. Earned multiple U.S. and European patents.

Senior Director, Strategic Partnerships Juno Online | New York | 1999-2000

Optimized consumer data to match client needs and create long-term strategic partnerships that drove promotion, member acquisition, and revenues.

Partner, Sr Interactive Producer Ogilvy | New York | 1997-1999

Provided client digital strategy, technical services, account management, and project management. Produced ground-breaking digital marketing work for IBM, GTE, Perrier, Kodak, AIG and Ameritrade.

Multimedia Strategist IBM Technology Center at UCLA | Los Angeles | 1992-1996

Engineered some of the first Web and Gopher sites. Analysed technology trends and formulated strategic technical solutions. Established procedures for database development.

Contributed my experience in international business strategy to the inaugural Cambodian Young Entrepreneurs Awards and served for four years as a Judge and supporter. CYEA works across several organisations to encourage entrepreneurs in Cambodia.

**SUPPORTING BUSINESS
IN CAMBODIA**

EDUCATION

University of California, Los Angeles (UCLA)
Bachelor of Arts Degree in English, 1992;
Dean's List

**SPEAKER, MODERATOR, MENTOR,
JUDGE, INSTRUCTOR, AWARDEE**

Selected events and awards include:

The Direct Marketing Association
Clemson University
Pace University
WITI (International Women in Technology)
UCLA Alumni Association
4th International 1995 WWW Conference
Global Entrepreneurs Week

2004 Stevie for Best Direct Response Campaign / 2004 PRO Award for Best Use of Direct Marketing (Promotion Awards) / 2004 MAA Globe for Best Use of Direct Marketing and Gold for Best Use of Interactive Media (Marketing Agencies Association) / 2004 Lester Wunderman Award for Marketing Innovation / 2006 Internet Advertising Competition Award for Best Energy Interactive Application