

Media Week 2019

Get Into Advertising, Marketing & PR – Speaker Biographies

Natalia Kasnakidis

Account Director, Anomaly

After graduating UCL in 2012 with a First in Psychology, Natalia spent 3 months travelling across Australia and New Zealand.

She started her career at Asurion, a global technology company, where she ran a one-woman marketing function for its UK clients – creating all customer communications for Three, Tesco and Virgin Media.

Landing a place on the graduate scheme for the UK's leading advertising agency, she moved to AMV BBDO where she worked across the National Lottery and PepsiCo accounts. Over two years, she managed the 'Please Not Them' and 'Nicer Problems to Have' brand campaigns for Lotto and EuroMillions, then led promotions and product launches for Walkers crisps.

Natalia is now Account Director at Anomaly London, a progressive, new-model agency that promotes entrepreneurialism, innovation and diverse thinking. Here, she's developed global campaigns for Electrolux, followed the stories of real patients for Cancer Research UK and helped Instagram tackle bullying and promote teen well-being on the platform.

She is passionate about helping brands achieve positive change in society and was recently awarded as a 2019 Future Leader by WACL, a network that aims to accelerate gender equality in the communications industry.

Elliot Falconer

Account Manager, AMVBBDO

Having studied Philosophy & Economics at UCL, Elliot joined BBH shortly after graduating in 2017. He worked on the Tesco account, working on through the line campaigns for Tesco Value, Tesco finest*, Christmas and Easter. He also worked on the successful VW Commercial Vehicles pitch.

In March this year Elliot joined AMV BBDO on the newly-formed Ford team as an Account Manager, working across Ford of Britain and Ford of Europe.

Ben Walters

Account Manager-Corporate Communications, FleishmanHillard Fishburn

Ben studied Spanish with Management Studies at UCL and graduated in the summer of 2015. Since then, he has held a number of roles across marketing and PR. First he worked at Uber, as a Marketing & Partnerships Associate, implementing marketing campaigns designed to drive new users to the app. Since then he has held two corporate PR roles – first at MHP Communications, and now at FleishmanHillard Fishburn, where he is an Account Manager in the agency's corporate affairs team.

Chidi Illobi

Marketing Manager, Amazon

Chidi graduated from UCL in 2014 with a BSc in Human Sciences. During her degree, she underwent Marketing and Advertising internships at AMV BBDO advertising agency and Barclays Bank. After graduating, she worked as a Marketing Intern for Samsung Electronics before becoming a Brand Consultant at Amazon. She currently works at Amazon as a Marketing Manager, which involves promoting strategic programs such as Alexa & Smart Home, Amazon Wedding List and The Amazon Christmas Shop.

Amy Lababidi

Press Officer, Cancer Research UK

Amy graduated from UCL in 2016 with a BA in History. Following her graduation, she joined an integrated communications agency as a PR account executive, developing media campaigns for Hyde Park Winter Wonderland, Hampton Court Palace Music Festival, Champions Tennis at the Royal Albert Hall and Tennis Classic at the Hurlingham Club. She did this for a year and a half, when she made the move to the third sector. Amy now works in the press office at Cancer Research UK, where she promotes the charity's fundraising initiatives, such as Stand Up To Cancer and Race for Life, to national and consumer media. The most fulfilling part of Amy's work is bringing to life the stories of those that have been affected by cancer and seeing the positive impact her campaigns can have on people's lives.

Emma Wong

Junior Strategist and Storyteller Manager, Freemavens

Emma graduated from UCL in 2015 with a Bachelor's degree in Italian and History of Art. She started her career in the buying office at Marks & Spencer, developing product for the womenswear and childrenswear lines. After a few months travelling through South America, Emma returned to London to join research and brand strategy consultancy Freemavens where she has worked for the past three years on the accounts of large FMCG corporates such as Unilever, Coca-Cola, GSK and L'Oreal. Emma started as an Insights Analyst, progressing to her current role as Strategist, which involves working with clients to understand their business challenges, and managing a team of analysts to uncover consumer insights and market trends. She enjoys the storytelling element of the role, and how crafting a human narrative from data-driven insights can shape the marketing strategies of some of the world's most recognisable brands.