



Story-loving strategist keen to jump into your chunkiest projects to solve brand challenges, devise strategies & see the tangible impact of our work.

I've been designing, conducting and analysing consumer & stakeholder research for over a decade, but I know that the real magic is in being able to weave those insights into an engaging, validated story for an actionable strategy & smooth sell-in.

And with recent roles not only agency-side but also brand-side, I have a rare understanding of the needs, expectations & opportunities to shine for both when shaping successful brands.

Strengths

- Translating insights
- Strategic story-telling
- Quant-literate
- Qual-fluent
- Specialism in online consumer panels
- In-depth knowledge of LatAm markets
- Spanish: reading C1, speaking ~B2
- Building trust & rapport
- Photography
- Keen eye
- Generally fun to be around

Beyond branding

In my 5-9, I'm forever feeling the drive to 'build' something creative, whether a business or a resource to help others.

Wedding photography lets me tell people's most important stories, and immortalise memories for reliving.

I'm a wordsmith at heart; I love writing things that make people laugh (or just breathe slightly heavier out of their nose).

I also dog-sit when I need a canine fix!

Two truths & a lie: I speak Thai, I'm a member of MENSA, I was (accidentally) given a seat on the Intel CEO's private jet.

FREELANCE BRAND STRATEGIST

LOZZY SQUIRE

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London-based. Globally-available.
References available.

Experience



2025+

Freelance brand strategist



2020-25

Senior Brand Consultant



2024

Client Secondment in the *Beyond* team

2017-20

Freelance Brand Strategist (*Latin America*)



2014-17

Brand Consultant



2010-11, 2013-14

Global Telco Sales & Mktg; Telco Ops Lead

Hire me for Understanding

- Market/category exploration (with a LatAm specialism)
- Consumer segmentation
- Design & product testing
- Consumer closeness
- Trends

For Branding

- Brand positioning
- Portfolio optimisation
- Brand identity
- Brand stories

For Landing

- Messaging & copywriting
- Trade stories
- Innovation
- Claims

Favourite client projects



Unilever – Sure

Exploring the impact of a deodorant prototype designed specifically for people with physical challenges, and coming to an unexpected insight... [Full case study here.](#)



Eamonn Holmes

Identifying Eamonn's brand USPs with the British public, finding his brand stretch, and validating the roadmap of his future career directions. [Full case study here.](#)



eBay

Breaking misconceptions and getting the eBay team walking in the shoes of their real car parts buyers. [Full case study here.](#)