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Summary

I am an enthusiastic, self motivated, creative leader dedicated to enhancing and developing brands I believe in. I am passionate about innovation and creating new possibilities. I have developed campaigns and concepts from an idea through to implementation. I thrive in a creative environment, bristling with ideas and solutions, from the tried and tested through to blue skies thinking. I have a portfolio available that shows my creativity and experience and would love to meet with you to discuss what I can bring to your organisation.

Experience

Head of Communications, Marketing, Events & PR

Freelance

Jan 2023 - Present (4 months)

Highly skilled, dedicated creative leader. Accomplished in delivering market leading innovative strategies from concept to delivery, online, offline and across multi-channel propositions. I lead with passion for fresh and original creative solutions combined with a level-headed and rational approach that has led to my strong portfolio of achievements, brand relationships and retail revenue generating projects. I have a natural enthusiasm and hands-on approach to the entire leadership journey ensuring the brief is met with attention to detail. A strong and curious communicator with the ability to connect with people at all levels and convey ideas clearly to employee's, internal teams and external clients, stakeholders, and personalities.

Head of Communications

Isabel Hospice

Aug 2022 - Feb 2023 (7 months)

As Head of Communications, my role was to lead on all communication channels and ensure alignment with the company's overall messaging and outreach strategy. A Passionate, creative, and experienced communications professional with a demonstrable track record in public relations, events, and digital communication strategy, both internal and external. Often sought out to advise and work alongside internal stakeholders, clients, and partners to devise and implement communication campaigns and projects. A key highlight during this role was curating and delivering our industry leading clinical conference, securing global keynote speakers and hosting to an audience of 200+ guests from across the world. A milestone for the brand in the raising awareness of palliative care for the future.

Marketing Manager, Europe

SAMBAZON

Jan 2022 - Oct 2022 (10 months)

SAMBAZON is the first certified Fair Trade & Organic Açai company in the world.

We exist to provide a win-win solution that helps protect the Amazon Rainforest and supports your health and wellness. We care for the people we work with, the planet we live on, and the prosperity of everyone involved. It's a sustainable business philosophy called the Triple-Bottom-Line.

European Marketing Manager, guardian of the brand, responsible for the implementation of marketing activities throughout Europe. Communication and collaboration with partners, sponsors, creators and the Head Office in the USA.



Brand Development Specialist

Zero Point Million

Aug 2021 - Jan 2022 (6 months)

Supporting and curating the brand strategy for Zero Point Million, the UK's newest, innovative fashion brand has been hugely rewarding. A brand, a global fashion first for the Gen Z community and one that celebrates the culture and movements within, "Fashion, Music, Art, Gender Inclusivity, Sustainability, and Customization". My role reported directly into the founders, with a priority focus to curate, conceptualise, support and develop the brand strategy for the UK launch and trading opportunities across, e-commerce, social media and retail pop-ups and creator/influencer collaborations.

Identifying strategic trading opportunities in line with the founder's vision

Initiating all growth and business development trading and routes to market

Launching organic social media channels and communities across, Instagram, Facebook, Twitter, TikTok, YouTube, Snapchat & Pinterest

End to end accountability and execution for brand content creation, including photo & video, film and copy management, art directing photo-shoot production and look book design and print. Often working closely with graphic designers and external sources

Managing social media agencies for paid advertising and creator campaigns

Developing national PR relationships

Managing all media, press and publications and advertising channels

Identifying future areas for brand growth



Business Development Manager

M.Y.O Lon

Jul 2021 - Aug 2021 (2 months)

Business Development & Brand Activation Manager at M.Y.O London. Make Your Own is London's favourite place for adults to get creative - online or offline.



Global Brand Manager

Oct 2020 - Jul 2021 (10 months)

I am an experienced leader, with strong industry knowledge, a passion for driving change, identifying future trends and bringing to life, of the moment/topical conversations that align to the brands vision.

What we do know is that the world of retail, eventing and social media will never quite be the same again. We have experienced many brands and retailers taking advantage of new features on Instagram, Facebook, TikTok and beyond and intergrating new shopping experiences and inspiring the rise of influencer-driven e-commerce. Brands that are truly taking the 360 degree approach are our strongest market leaders. The last twelve months have seen many having to change and adapt at pace, taking on and tackling new roles and responsibilities and developing fresh strategies. Landing this global role has certainly been a challenge, line managing remote workers through a pandemic, accross the UK and

Australia has been a huge learning experience, though one I have enjoyed. Leading from the UK Head Office I am responsible for: Leadership of the global brand strategy, brand ambassador and Influencer program.



Head Of Marketing

Global Distribution

Feb 2020 - Oct 2020 (9 months)

Head of Marketing, Communications & Events - EMEA, Asia, USA

Global Distribution, Cambridge, England

Working within a 'Worldwide' brand in these current and uncertain times has certainly been a new and challenging experience. Working remotely and during lockdown has given me the opportunity to learn and develop new techniques, focus on broadening my skills, creativity and to lead new digital strategies, this has proven my ability and agility to adapt and to push creativity through 'Virtual communications'. Leading teams remotely in this new virtual world we find ourselves in has been exciting, especially managing multiple brands across the globe. This has, at times been a challenge, though also extremely rewarding, landing new interactive virtual marketing campaigns to worldwide audiences has been an amazing journey. Leading from the UK Head Office, I am responsible for: Brand Marketing, External Engagement, Virtual Communications, PR Campaigns and initiatives, Social Media and Worldwide Events.

Virtual communication strategy

Virtual event platform

Content development & creation

Worldwide brand engagement

PR initiatives, brand advertising and editorial campaigns

Social Media strategy & platform development

Initiate sales incentives & third party brand promotions

International brand development

DISTRIBUTING LEADING TECHNOLOGY WORLDWIDE

Global Distribution, are a specialist distributor for digital content acquisition, storage, management, archival and display solutions within the Media, Surveillance and Enterprise industries.



Brand Development Specialist

NRBY Clothing Start Up Fashion Brand

Jun 2019 - Feb 2020 (9 months)

Working in a fast paced world of a fashion retailer start up makes use of my extensive retail experience to support and promote an exciting new brand. NRBY Clothing has allowed me to showcase my creativity, organisational abilities, stakeholder management, and attention to detail in a variety of ways.



Retail Services Engagement Manager

Center Parcs UK & Ireland

Sep 2018 - Mar 2019 (7 months)

60 team headcount.

Refreshed the retail services brand experience strategy for hospitality and leisure.

Set the teams vision and strategy for a delighted guest experience with measures for success.

Coaching and development with the team to deliver an infectious and memorable customer experience.
Reviewed and identified potential cost savings without impacting the end customer experience.



Senior Creative Brand Experience Manager

John Lewis & Partners

Apr 2014 - Jul 2018 (4 years 4 months)

Creative Manager in the Brand Experience and Communications team.

Conceptualised ideas to define the essence of a brand to push boundaries.

Defined the essence of the brand or product to tell a story and take the brief to the next level treating the perceived impossible as possible.

Project managed exhibition and events from brief to delivery working closely with my team and industry professionals instilling trust and confidence.

Photography shoot production, image creation and look books.

Stakeholder management working closely with graphic designers, creative studios, production teams, communications, buying, marketing, and social media channels.

Managed key relationships with creative and PR agencies.

Communication campaigns with journalist engagement and press shows.

Delivered presentations to step through ideas, content design and achieving budget approvals.

Researched and analysed high street competitor position ensuring John Lewis continued as market leaders.

Sourced new brands and suppliers for seasonal and promotional events to deliver exceptional customer experiences in stores.



Brand Experience Menswear Retail Manager

John Lewis & Partners

Dec 2013 - Mar 2014 (4 months)

Responsible for leading 15 Partners and part of a 95 strong team in delivering annual turnover in excess of £25M.

Implemented a visual and merchandising team into menswear to manage seasonal changes and commercial floor layouts.

Introduced a robust replenishment strategy to ensure product availability, harmonised with sales.

Developed commercial space within store for new brand product launches and pop-up shops.



Customer Service Manager

Waitrose & Partners

Mar 2013 - Nov 2013 (9 months)

Responsible for leading 70 Partners and part of a 120 strong team in delivering turnover in excess of £11M.

Ensuring Partners were engaged, enthused and delivered great customer service.

Implemented local service strategies from head office visions on service counters.

Driving productivity for efficient and cost-effective e-commerce home delivery service.



Retail Manager

John Lewis & Partners

Nov 2012 - Feb 2013 (4 months)

Responsible for leading 10 partners and part of a 60 strong team in delivering turnover in excess of £18M



Visual Merchandising Manager

John Lewis & Partners

Nov 2010 - Oct 2012 (2 years)

London Flagship store leading a team of 30 Partners. (three management, functional specialist and non-management Partners)

Milton Keynes leading a team of 21 Partners and part of the branch leadership team.



Various roles within John Lewis Partnership

John Lewis & Partners

Jun 1996 - Oct 2010 (14 years 5 months)

Education



Sir Fredric Osborn

1991 - 1997

Skills

Visual Merchandising • Stakeholder Management • Stakeholder Engagement • Project Management • Customer Service • Creative Direction • Retail • Management • Leadership • Strategy