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Profile

A Senior Manager with extensive experience across Creative Visual, Mktg Brand ID, Retail Stores and Client Services for Luxury/Premium Brands and Education Sectors. Creating and overseeing the development and delivery of projects for Marketing, Windows, In-store, Press Days, Showrooms, Events and Customer Experience, that maintain the Brands integrity and standards within the Global/International Markets. Managing teams to develop clear processes that meet the business needs and advance the brand strategy across all platforms

Experience of planning, coordinating, leading and developing teams to initiate and deliver a clear brand identity, meet deadline and budget expectations without compromising on the creative element

An innovative individual able to work collaboratively, independently, flexible with a meticulous approach and attention to detail

Extensive knowledge in design, fashion, production and print, working with and managing external suppliers

Highly organised, open to challenges, remaining focused and calm when dealing with issues and trusted with matters of confidentiality

Career History:

Ted Baker plc – Creative Studio Manager – Global 2018 –

Managing the flow of work within the Creative Studio Team from brief to final presentation, across creative design, artwork, motion graphics and copy, from projects briefed in from Marketing, Social, CRM, Wholesale, Store Design and Print Production departments
Overseeing briefs to ensure all information is clear and complete, communicating back to teams/individuals of issues and managing deadlines and expectations in-line with the schedule of works
Develop Creative Team calendar to manage the wider business deliverables
Managing Contracts & budgets and negotiating to reduce spend with external suppliers
Sourcing and Hiring of Freelancers

Freelance – 2017 – 2018

FOH – Westerns Laundry Restaurant
Invited Lecturer @ Conde Nast College – Creative Brand Marketing

Vivienne Westwood Ltd - Head of Visual – Global 2014 – 2017

Leading and developing the Creative and Visual ideas across UK and Global markets to bring the brand up to date with a new direction and identity In-Stores and Windows
Creative ideas and production of Showroom and Press Day set ups in UK, Milan and Paris,

working alongside the Events and external teams on Fashion Shows and various In store events across all markets

Influencing Directors and CEO with strong creative strategies and ideas, ensuring these are then delivered and on budget

Partnering with the design teams (WW,MW), buying and merchandising, marketing, digital, press and Asian partners to provide suitable Visual Creative direction for the stores, creating a clear cohesion across campaigns, store windows, events and on line/social media marketing

Preparing annual budgets, scheduling yearly calendar and managing development of VM team

Design advice and set up for new store concepts in Paris & New York

Debenhams plc – Senior Creative Manager 2013 – 2014

Reporting to the Creative Director, discussing briefs and projects to be passed on to the Head Office and store teams as part of the new Brand Identity and store design for Oxford Street

Lead on creative ideas and processes to deliver 'Designers At' brands within the store environment for refurbishment launch, scheduling plan of works and timelines from Buying and Merchandising teams

Day to day management of Visual team, scheduling workload and ensure all briefs were clear and understood

Lead production for all VM props and displays and managing external suppliers on deliveries and installation

Hobbs London - Creative Visual Consultant 2013 – 2013

Identifying and presenting a new creative aesthetic using the Brand Guidelines to the Marketing Director for 13 store refurbishments and the Store of the Future whilst managing a tight budget but maximizing creative output. A self-managed role, but using resources and communicating with team individuals at key stages. Sourcing fabrics, designing furniture and providing specifications to the Interior Architect for manufacture.

GAP/Banana Republic Head Office – 2007 - 2013

Banana Republic - Production & Visual Operations Manager

Creative Design and Production of window displays for 10 stores (UK/Europe) + International

Presenting concept ideas from brief stage from Store teams through to VP level

Sourcing and buying antique furniture, art Photography and props for all new store opening and press days

Build and maintain effective/productive relationships with external suppliers/manufacturers

Studio & Asset Manager

Building relationships across European and US Production, Brand and Studio departments at all levels

Develop new process and critical path calendar for studio team to deliver seasonal campaign assets, marketing, artwork, advertising imagery and Press to meet deadlines

Contact with external agencies for product and press shoots and retouching of imagery.

Proofing all campaign assets, managing usage rights and creative boundaries

Chairing daily/weekly team meetings, making decisions around concerns and questions informatively

Managing Digital and OOH projects with internal CRM and external agency teams for Bond Street underground and cinema advert

Gap - Marketing Production

Sourcing and working with external vendors to implement stores marketing across window

displays, In-store graphics and POS. Working to tight budgets and deadlines with a focus to deliver within these constraints whilst maintaining the Gap brand aesthetic.

OmniColour Presentations Ltd - Studio/Project Manager 2000 – 2007

Management of Studio and Production teams for a digital print company, taking client briefs, quoting and ensuring the smooth implementation of work through to delivery and installation. Project Management of work across corporate (Bloomberg/PWc), fashion (Mulberry/Giles Deacon//Vivienne Westwood) Galleries (Serpentine/Whitechapel/Paul Stolper/Alana Cristea), Artists (Takashi Murakami/Yoyoi Kusama/Gilbert & George/Abigail Lane/Matt Collishaw, Michael Craig-Martin, Peter Blake, Anne Carrington) and Architects (Zaha Hadid) client projects.

Awards

Winner VM Display Awards 2015 – Best Boutique Window – Vivienne Westwood

Winner VM Display Awards 2009 – Best Christmas Window - Gap

Qualifications

BA (Hons) Interior Design

Excel, Powerpoint, Word, basic Photoshop & Illustrator

French - intermediate

Interests

Fashion, health & fitness, food, classic cars