

PROFILE

Brand and marketing professional with a background spanning luxury fashion, hospitality, lifestyle and wellness. Experienced in brand strategy and repositioning, multi-channel marketing, end-to-end event production and luxury client relations. Equally confident in shaping brand positioning and running operational delivery. Led repositioning work driving a 368% social to inquiry engagement increase, launched an independent community-based hospitality brand from scratch with ~85% average sell-out rates, and supported three commercial tender wins.

KEY ACHIEVEMENTS

368% Engagement increase, brand repositioning, Archie's	~85% Avg sell-out rate, Pillars	3 Commercial tender wins, 2025-2026, Caiger and Co Catering	52 Events in one week, Spoilt For Choice
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CORE SKILLS

Brand: Positioning · Tone of voice · Creative direction · Visual identity · Audience segmentation · Campaign strategy · Tender development
Marketing: Social media strategy · Content planning · Content capture & editing · Performance analytics · Go-to-market · Copywriting · Campaign execution
Events: End-to-end event production · Venue management · Guest experience · Community building · Supplier coordination
Tools: Canva · Figma · InDesign · Illustrator · Premiere Pro · CapCut · Wix · Google Analytics · SEMrush · LaunchMetrics · Notion · Meta Business Suite

EXPERIENCE

Brand Manager · The Fendale Group 2025 - 2026

Leading brand strategy, marketing and creative direction across a multi-brand hospitality portfolio.

Key achievements

- Repositioned a core brand end to end, including audience segmentation, visual identity, tone of voice and full creative system, delivering a 368% increase in social-to-enquiry engagement.
- Contributed to three commercial tender wins (Battersea Arts Centre, St Giles, Royal Hospital Chelsea) through strategic proposal development and commercial storytelling of Caiger & Co. Catering
- Developed and launched Pillars, a community-based initiative, leading brand identity, website, social channels, event strategy and editorial content, achieving a ~85% average sell-out rate across six events at London venues and producing a 400-copy editorial newspaper.
- Produced Archie's Supper Club, a 60-guest branded experience, in collaboration with 100 Barrington, Rum Runner and Luxe Collection.

Workplace Catering Manager · Spoilt For Choice 2025

Operational and commercial delivery during a post-rebrand growth phase.

- Produced 52 events in a single week and delivered record-breaking monthly revenue performance surpassing prior year benchmarks.
- Managed brand social media presence, launched a digital ordering platform and developed two brand-aligned menus.

Client Experience Executive · Completedworks 2022 - 2025

Luxury client relations, event support and CRM management across three years at an independent London jewellery brand.

- Supported four London Fashion Week presentations; led high-value showroom appointments and trained three new team members.
- Managed CRM and client databases; supported e-commerce and wholesale operations, and global revenue delivery.

Brand Strategy Intern · Emma Jing 2024

- Independently led UK market-entry strategy and rebrand, achieving a 298% improvement in brand value perception; defined positioning, tone of voice and identity system, and delivered the full creative campaign, including shoot production, short-form video content and physical garment asset development.

PR Intern · KCD London 2023

- Supported international luxury accounts, including Chloé, Burberry, Maison Margiela, Diesel and Veronica Beard, across press, sample logistics, coverage monitoring and media list management.

Additional: Events Assistant, Free Soul Padel x Pilates Summer Activation (2024)

Additional: Trend Research Intern, Freelance client (2023)

Additional: Content Creator, Freelance client (2024)

EDUCATION

BA (Hons) Fashion Communication & Industry Practice, First-Class Honours 2022 - 2024

Condé Nast College of Fashion & Design, London · Brand development · Marketing · Consumer insight · Trend forecasting · UK market-entry strategy (FMP)

Bachelor of Business Science, Finance 2020 - 2021

University of Cape Town · Business, finance and quantitative analysis · 35 credits

Vogue Essentials Certificate, The New School (2021) | Introduction to Photography Certificate, Orms School of Photography (2020)