

PERSONAL PROFILE

A lady of many hats - including brand design & management, digital marketing, movement & wellness coaching, looking for a new challenge that utilises my creative and digital marketing skillset in a management-level position.

I have worked with individuals, startups, and SMEs across the globe, to help them move better, move stronger and achieve their goals - be that in business, building brands and nurturing fans, or in the physical movement/wellbeing sense!

I am a problem solver, who is compassionate, full of energy and very driven. My varied skill set puts me in a rather unique and, I think, an appealing choice for upcoming brands and startups, in the wellbeing and fitness space, looking for support with brand positioning and ongoing marketing, from someone who knows their clientele and industry from the inside out!

Career highlights include:

1. Marketing a 'Superstar' brand at global, regional and local levels, in multiple cultures and languages. Managing business growth at an incredibly fast rate from 12 to 50+ countries in just 5 short years!
2. Working with high-profile clients and athletes
3. Launching "first ever" brand events and new digital products for loyalty and retention.

EXPERIENCE

WOLFSON BRANDS | BRAND MANAGER (FEB 2023 - PRESENT)

A hands-on role with complete autonomy, working closely with senior management and key stakeholders to build and develop a leading global bodybuilding supplements brand. Responsibilities included everything from initial strategy to copywriting, photoshoots, athlete management, market research, and reporting back on brand performance.

Highlights include:

1. Setup and launch of the company's first YouTube channel - this included talent scouting and management of an athlete roster to support brand content and YouTube production.
2. Hosting the company's first-ever online fitness challenge - including the design of a training and nutrition program, YouTube Lives, and Zoom workshops. This activation was a huge success and resulted in the production of the most highly engaged, top-performing email content.
3. Design and launch of the company's first-ever digital products.

COLLECTIVE INDUSTRIES | OWNER/FREELANCER (JUL 2009 - PRESENT)

Offering a freelance service for over 15 years, I specialise in supporting brands and businesses within the fitness, wellness, travel, and lifestyle industries. I help clients gain deeper insight into their industry and market niche, design beautiful brands, and develop and execute effective marketing strategies that have seen clients achieve national and global recognition within their niche.

Previous clients include Monster Energy, Purity Hemp Company, Twenty8Twelve (Pepe Jeans Europe), BrandPath (worked with Peter Jones, from BBC's Dragons Den, directly), Extreme Sports Co, and Phoenix Park Developments.

For more information, please visit my website: www.collectiveinds.com

FLOTALITY | FOUNDER & COACH (DEC 2018 - JAN 2024)

Owned business - Yoga-based training, nutrition and wellness coaching, classes and workshops, delivered both online and in person. My coaching style is holistic but functional, using yoga-based methods combined with my knowledge in nutrition and wellbeing to support and enhance functional fitness, overall wellbeing and education for individuals and groups.

I also supported several **corporate wellbeing programs**, designing and delivering wellbeing services to the staff of businesses and organisations, both in-house and remotely.

PURITY HEMP CO. | MARKETING CONSULTANT (MAY 2022 - NOV 2022)

Oversee all marketing activity for the Purity Hemp Co brand from developing the marketing strategy, defining the brand image and aligning all channels for consistency, exploring new channels and opportunities to build brand awareness and increase sales, as well as, building a team to support the execution of the strategy.

While working for Purity Hemp Co, I became fully immersed in the world of CBD.

- I learnt the challenges and legalities of marketing CBD products to UK and international markets.
- My eyes were opened to the misinformation out there on CBD and how careful you need to be when purchasing CBD products; understanding their extraction and quality is key.

- I am amazed and excited about the future of CBD and the potential opportunities and benefits hemp/cannabis could bring to people, pets and the planet.

MONSTER ENERGY | EMEA DIGITAL MARKETING CONSULTANT (MAR 2012 – JUL 2017)

Working closely with EMEA Digital Marketing Manager and Vice President of Marketing to consult on all things 'digital' across the EMEA businesses portfolio of energy drink brands, with a special focus on digital analytics and online performance reporting. During my time consulting for Monster Energy, I...

- Built, trained, and managed a team of localised web coordinators across 48+ EMEA countries, ensuring brand consistency was kept across all channels (website, social media, email) and that tone of voice and content type was suitable for each region.
- Researched, tested, designed, and implemented an effective & efficient digital reporting solution that could track and monitor the brand's success globally with the ability to share global, regional, and local insights with the level of detail required for business managers, trade teams, bottlers, and distributors.
- Consulted on all new digital developments and microsite projects for EMEA activities, including the re-design and launch of the global website.

ACQUIRE SERVICES LTD | MARKETING EXEC (FEB 2011 – MAR 2012)

Oversee all marketing activities (strategic and creative) including branding, design, and web design tasks, ensuring brand consistency throughout. I also acted as a co-editor to the company's quarterly magazine, Connections which was also created in-house.

JETT26 LTD | MARKETING AND WEBSITE MANAGER (AUG 2009 – DEC 2010)

Working for an action sports clothing distributor. I covered a comprehensive role executing all creative and strategic marketing, website and sales activities for their online store, KickZoo, where I increased their website traffic by 50% within the first 3 months of working with them by using a combination of email marketing campaigns and a social media strategy.

MATRIX DISPLAY SYSTEMS LTD | MARKETING EXEC (SEP 2008 – JUL 2009)

Experience in a "hands-on" role of running and organising all marketing aspects required by the company. This role was extremely varied and was the perfect start to a career in creative marketing.

EDUCATIONAL HISTORY

- Fashion Promotion (Dip HE) at Southampton Solent University, 2006 – 2008
- A Levels at Collingwood College, 2004-2006
- GCSEs at Collingwood College, 1999 - 2004

COMPUTER SKILLS

- Digital Creative Design Tools; including advanced Adobe Creative Suite, WordPress, iMovie, iPhoneography
- Google Analytics and other digital reporting (analytics & listening) tools
- Microsoft Office (Advanced) & PowerPoint (Advanced)

OTHER CERTIFICATES & QUALIFICATIONS

- Level 3 Yoga Teacher – course by HFE, www.hfe.co.uk
- Level 3 Nutrition to Support Physical Activity – course by HFE, www.hfe.co.uk
- DNAFit Certified - www.dnafit.com
- Full UK Drivers Licence
- RYA Power Boat Level 2 & ICC
- Ski Boat Drivers Award

INTERESTS

I am an active person who loves to be outdoors, with a passion for surfing, cold water dips, trail running, CrossFit and yoga, and a hunger for knowledge on all things nutrition or that help improve performance/results and maximise overall wellbeing. In the summer you can find me in/on/near the water – surfing, swimming, wakeboarding, wake surfing and paddle boarding, or in the winter months on the mountains (snowboarding) or taking icy, cold-water swims and dips!

I am naturally creative. In my downtime I enjoy mini-interior design projects at home, listening to podcasts, and soaking up inspiring art and photography. When I get time, I also love to travel and experience new countries and cultures, but equally happy exploring more local adventures with my two beautiful Rhodesian Ridgebacks!