

PERSONAL PROFILE

A seasoned **Brand and Marketing Manager** with extensive experience across **fitness, wellbeing, lifestyle, travel, and sports** industries, I bring a unique combination of **strategic vision, creative flair**, and practical expertise. Over 15 years, I've partnered with individuals, start-ups, and SMEs to craft compelling brand narratives, design high-impact campaigns, and deliver measurable business growth on both national and global scales.

As a passionate problem solver with a hands-on approach, I thrive in dynamic environments where I can lead creative projects, drive digital innovation, and connect brands with their audience in meaningful ways. Whether it's launching global campaigns, managing athlete relationships, or designing new brand initiatives, I bring a deep understanding of consumer needs and industry trends from the inside out.

Key career highlights include:

- Spearheading brand growth across **50+ countries** for a global brand in under five years.
- Pioneering "first-ever" brand initiatives, including digital products, fitness challenges, and loyalty campaigns.
- Partnering with high-profile clients and athletes to elevate brand visibility and engagement.
- Successfully managing remote teams and multi-market strategies across diverse cultural landscapes.

I'm now seeking an opportunity to bring my expertise in **brand building, marketing strategy, and digital innovation** to a **hybrid/remote role** in the fitness, wellbeing, sports, or lifestyle space, working with brands that share my passion for creativity, performance, and wellbeing.

CORE COMPETENCIES

- Brand Strategy & Positioning
- Creative Campaign Development
- Digital Marketing & Analytics (SEO, PPC, Social Media)
- AI-Enhanced Content Creation & Strategy
- Athlete & Talent Management
- Event Planning & Brand Activations
- Team Leadership (Remote & On-Site)
- Data-Driven Decision Making

PROFESSIONAL EXPERIENCE

WOLFSON BRANDS | BRAND MANAGER (FEB 2023 – OCT 2024)

- Oversee the strategy, development, and growth of a global bodybuilding supplements brand, delivering impactful campaigns that align with the brand's mission.
- Launched the **company's first YouTube channel**, including **talent scouting** and management of athletes to support content creation.
- Designed and hosted the company's **first-ever online fitness challenge**, leading to record-breaking engagement and **top-performing email content**.
- Conceptualised and launched the **brand's first suite of digital products**, broadening revenue streams and enhancing customer retention.
- Utilised advanced **AI tools** to streamline strategic processes, optimise content creation, and enhance campaign results.

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

- Provided freelance marketing and brand consultancy to clients in the **fitness, wellness, lifestyle, and travel industries**.
- Partnered with brands like **Monster Energy, Pepe Jeans Europe** and **Extreme Sports Co.** to deliver tailored marketing strategies and increase brand awareness.

- Supported brands in achieving national and global recognition through creative storytelling, market research, and bespoke campaigns.
- Designed visually striking **brand identities** that aligned with client objectives and resonated with their target audiences.

FLOTALITY | FOUNDER & COACH (DEC 2018 – PRESENT)

- Built and managed a **wellness coaching business**, combining yoga-based training, nutrition, and functional fitness.
- Delivered workshops, corporate wellbeing programmes, and individual coaching both **online and in-person**, enhancing employee performance and engagement.
- Blended creativity and practical knowledge to design innovative **wellness solutions** for corporate and individual clients.

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

- Directed the marketing strategy, aligning all touchpoints to present a cohesive and impactful brand image.
- Overcame challenges in marketing **CBD products**, navigating legal and regulatory restrictions to develop compliant and effective campaigns.
- Expanded awareness of **CBD opportunities** for people, pets, and the planet through strategic content and outreach initiatives.

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

- Led digital strategy for the EMEA region, managing **48+ localised teams** to ensure consistency across websites, social media, and email platforms.
- Developed and implemented a global digital reporting system, enabling detailed performance tracking across global, regional, and local levels.
- Consulted on new digital projects, including website redesigns and microsite launches, ensuring seamless user experiences and maximised ROI.

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

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

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

EDUCATIONAL HISTORY

- Fashion Promotion (Dip HE) at Southampton Solent University, 2006 – 2008
- Level 3 Yoga Teacher | HFE (2020)
- Level 3 Nutrition to Support Physical Activity** | HFE (2020)

TECHNICAL EXPERTISE

- Advanced proficiency with **Adobe Creative Suite, WordPress, Shopify**, and video editing tools (iMovie).
- Skilled in **Google Analytics**, social media platforms, and digital listening tools.
- Expert in leveraging **AI tools** for content creation, SEO optimisation, and strategic planning.

INTERESTS

A lover of all things **fitness, wellbeing, and adventure**, I'm most at home outdoors—whether it's **trail running, surfing, yoga**, or snowboarding in the winter. With a passion for **cold-water dips** and exploring new landscapes, I balance my active lifestyle with creative pursuits like **interior design projects** and absorbing inspiring photography and art. My two Rhodesian Ridgebacks are my constant companions on my local and international adventures.