

Personal Statement

2024 Marketing Society Nominee – 'Inspirational Marketing Leader of the Year'

Extensive international leadership and brand management experience gained whilst working with some of the world's foremost companies and agencies in **the premium retail, fashion, lifestyle, hospitality and ecommerce** sectors. An in-depth knowledge of translating core values through all areas of a business; to ensure the organisation's personality and its purpose are the enduring values that underlie its promise to the customer experience. An entrepreneurial thinker and solutions driven marketer who builds brand profiles and creates customer engagement through influential and inspirational 360 activations supported by accurately targeted acquisition campaigns to drive traffic and increase sales

Skills

Strategic
360 campaigns

Leader & Mentor
Experiential

Digitisation
Storytelling

Brand Development
Communicator

Omnichannel
Analytics

May '22 – Present ST JAMES QUARTER – EDINBURGH

Mixed use premium retail and hospitality destination

Brand & Marketing Director – Savills / Nuveen Asset Management

Appointed to oversee **brand development, placemaking, digitisation**, and marketing strategy at St James Quarter - a game-changing premium, mixed use development in the heart of Edinburgh.

- Supported the **exceeding of footfall target of 17.5 million (vs 15m)** in first year of employment as well as exceeding social media and database targets, currently on track to achieve **20 million visitors**
- Launched **App to grow loyalty** along with **redesigned web presence** to enhance guest experience
- Continually assessing wayfinding using new technology** as development is completed for seamless guest journey with integration into App and web
- Focus on enlivenment which **drives visitation from core target** – Executive Wealth, City Sophisticates and Career Climbers via creation of **high-profile 'hero' events**:
 - **Conceptualisation of Edinburgh Seafood Festival overseeing association with The Scotsman Group and sponsorship by Cloudy Bay.** Implementation included produce market, live cooking demonstrations and 'pop up' supper clubs with Dan Ashmore, ASKR; Roberta Hall-McCarron, The Little Chartroom; Rohan Wadke, MasterChef: The Professionals and Paul Wedgwood. Event generated footfall of 179,000 guests over a three-day period +29% on previous year.
 - **St James Quarter Sessions (mini music festival in August) achieved footfall of 1.9 million for the month exceeding target by 9%.**
 - **Edinburgh Style**, high profile fashion event in collaboration Grazia magazine **experienced footfall for the weekend up 19% YOY to 190,000 and turnover up 15%.**
- To support events and key calendar moments employ digital acquisition tools - **StackAdapt, Adara and Blis which target key demographics and tourists with salient messaging to encourage visitation**
- **Team restructure to meet business needs** with appointment of two multichannel marketing managers for retail and hospitality with ambition to build credible partnerships with respective brands for involvement in content creation and events and manage campaigns from creation to implementation across all touchpoints
- **Development of annual marketing plan with clear targets** via Acorn demographics, aligned with CACI data and survey responses, **clear KPIs across channels and campaigns which address guest mindset**
- **Stakeholder management** with monthly updates to **Nuveen Asset team on KPI progress and** quarterly board reports submitted detailing all marketing outputs

Jan '21 – May '22 SUSAN HEWLETT CONSULTS – UK

Founder/Director

Providing general & in-depth marketing expertise, brand analysis & strategic solutions to luxury and fashion brands in the EMEA region; which support sales & acquisition to achieve business goals & objectives.

- **Consultant Chief Brand Officer** for pre-launch App development which focuses on sustainability, conscious shopping, circularity data and wardrobe management. **Provision of market data, customer profile, brand name, web and social direction and outline marketing campaign** for pitch deck

Sep '21 – Mar '22 FASHION & RETAIL ACADEMY – invited to join Fashioning Futures Programme with funded learning - Level 4 Certificate in Education, Training, Coaching and Mentoring to support on-going relationship

Sep '21 – Feb '22 UNIVERSITY OF EAST LONDON – appointed as Associate Lecturer to create and deliver blended learning course Modules for Level 3 Foundation and Level 6 Marketing students.

- May '15 – Jun '20 VICTORIA'S SECRET – Middle East, Russia, Central Europe & Turkey**
Premium luxury lingerie, sport & beauty retailer and e-commerce
Head of Marketing – Senior Management – Alshaya Group
- **Appointed to drive cohesion between the two existing Victoria's Secret concepts within the Alshaya Group as well as coach and inspire marketing teams in regional markets**
 - Managed a culturally diverse team of 24 (designers, VM, trade, digital and social marketers) encouraging learning and skills development, resulting in promotions as well as creating a more confident, motivated and effective division
 - **Led elevation strategy in region as part of Global team** to reposition brand – undertook intensive research on competitor experience, VOC, current and potential customers, regional micro & macro market trends and store/product lay-out testing to attract higher value customer and reduce reliance on promotions. Collaborated with Harper's Bazaar Arabia to enlist high profile influencers for Eid campaign
 - **Fit campaign – 360 experiential campaign with Fit Truck and Squad** at key events and high traffic locations. Implemented in-store with Personal Stylist team training initiative and high value customer private shopping events to support brand elevation and repositioning campaign
 - Planned initial stages of victoriasecret.ae leading User Experience team to ensure designers were aligned to brand position and customer journey-maintained brand's vision and values
 - Devised content plan for paid social campaigns to successfully drive growth on Facebook, Instagram and You Tube and quality controlled all SEO content to ensure cohesive messaging
 - Managed build and launch of first in world VS Digital Fit App to position brand as best at bra fit to compliment Personal Stylist project. Worked with store associates to design user interface and provided user training at launch as well as reviewing implementation of interactive POS to explain frame and lining levels. Also initiated development and build of first outside of US, Pink Nation App
- Sep '11 – May '15 SSH BRAND DEVELOPMENT CONSULTANCY – London**
Founder/Director
- Founded niche agency to provide solutions to fashion & luxury retailers across brand development, digital and social media management, storytelling, customer experience and engagement strategies. Clients included:
- THREE FLOOR – Premium Luxe, Global Wholesale and E-commerce**
- **Defined brand positioning**, developed future growth strategy and audited and refined on and offline marketing activity
- AVENUE32.COM – Global, Multi-brand Luxury Fashion E-commerce**
- **Managed brand development and growth** of fast expanding luxury website
 - data gained through analytics and research
- SWAROVSKI – Consumer Goods Business: Retail**
- **Employed to review Communications Strategy in UK**
- Jan '04 – Sep '11 THE LUXURY HOSPITALITY GROUP – South Wales**
Five-star luxury, hotel & spa
Managing Director/Investor – Board position
- Development of concept and business plan for 5-star luxury hotel brand, targeting HNW visitors to South Wales region
 - Management of brand positioning, working with Visit Wales to ensure that all hotel functions met Five Star quality assurance grading
 - Positioned hotel as 'the place to stay' attracting 'A' list celebrities such as Benedict Cumberbatch, Kylie, Boyzone, Pet Shop Boys, Samantha Morton, Keeley Hawes and Matthew McFadyen
- Nov '02 – Dec' 03 SHILLAND COMMUNICATIONS – London**
Brand Communications Agency
 Head of European Brand Development – Board position
 Clients: Volvo · **Godiva** · **Katarzyna Szczotarska** · **Lezley George** · On Off · Vidal Sassoon/LFW
- Nov '01 – Nov '02 AURELIA PR – London**
Luxury Communications Agency
 Consultant Head of Luxury Fashion & Lifestyle
 Clients: **Prada (& beauty)** · **Salvatore Ferragamo** · **Vertu** · **Miu Miu** · **Montblanc** · **Moet et Chandon**
- Jan'99 – Nov '01 THE HOUSE – Bath**
Marketing Agency
 Communications Director
 Clients: IHG · Brown Forman · Woodford Reserve · Jack Daniel's · Diageo
- Jun '96 – Jan '99 Shilland & Co – London / EMEA / Asia**
Marketing Communications Agency
European Senior Account Director
 Clients: **Levi Strauss EMEA** · **Original Levi's Stores** · levi.com · **Rayban**
- Managed creation of cohesive marketing communication & event strategies for EMEA, Asia Pacific and South America, part based or often seconded to Levi's Head Office in Brussels

Further Education **Foundation in Art & Design:** Gwent College of Art & Design: Merit Diploma
Degree: University of East London - BA (Hons) in Fashion & Retail Marketing: 2 -1 Marketing

Languages **French** (Fluent) • **Spanish** (Basic) • **Italian** (Basic) • **Welsh** (Basic) • **Arabic** (early stage learning)

Achievements **Senn Delaney** – The Human Operating System Course Certificate
University of Newcastle, Australia - Anthropology: Understanding Societies and Cultures
WSET Wine & Spirit – Intermediate: Distinction & Advanced: Merit
BIIAB Level 2 National Certificate for Licensees (On-Licence)
Welcome Host – Customer Service Award: Visit Wales
Visiting Lecturer BA (Hons) Fashion Marketing: Falmouth University and MSc Marketing -
University of Edinburgh - invited to provide marketing and communications counsel to students on degree/Masters course

Proficient in: Microsoft Office 365 • WordPress • Google Garage • Facebook Products • Power BI/Manthan • Oracle Responsys