



# Nerea Echebarria

Marketing and Communications strategist

📍 London, UK

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## Links

[Website](#) [Instagram](#)

## Languages

Spanish

English

## About

### BRANDS WORKED WITH

Alexander McQueen

Bottega Veneta

ZARA

## Experience



### ● WW Trade Marketing and Communications Director

Alexander McQueen | Apr 2019 - Now

Create and direct 360 communication strategies with all WW non-direct channels- including events, PR, CRM and advertising. Partner with non direct operated market's marketing teams on planning and execution of all marketing activities, ensuring alignment of the regional marketing plans to support global marketing strategy and drive overall long term brand vision. Global budget management. Work alongside key internal stakeholders to support all needs in the company - including VM, retail, finance and wholesale teams. Manage WW wholesale accounts in the creation and execution of the marketing campaigns - Matches, Harrods, NAP, Saks, Mytheresa, Joyce, Boon The Shop... through installations, digital marketing, events and partnerships. Manage licensees with the WW communications and marketing strategies - categories include eyewear, perfumes, and rugs. Oversee potential partnerships and opportunities through different industries. From client acquisition, retention to increase brand awareness. Identifying and creating brand communities in different markets to support the growth and visibility of the brand. Project manage installations, pop ups and special windows in global stores and mall spaces.



### ● WW Franchise and Wholesale Marketing and Communications Manager

Alexander McQueen | Aug 2017 - Apr 2019

Manage and overlook PR and marketing strategies including:

- PR activations: Fashion shows, product launches, editors gifting strategy, special features and overall editorial coverage.
- Events: Planning and executing events in collaboration with partners and adapting to the market needs i.e. Trunk shows, private dinners, press days, store openings and pop-ups/installations.
- CRM: Working closely with local CRM teams to implement and supervise clientele activations.
- Advertising: managing seasonal advertising campaigns in print media, outdoor billboards and online. Manage marketing campaigns both online and offline with wholesale accounts WW: Saks 5th Avenue, Harrods, Selfridges, Joyce, NAP and Matches. Including
- Design, execution and coordination of in-store installations, brand stories online and clientele events
- Attend market appointments and understand the wholesale needs to match the brand image with the buying experience. Working closely with the retail and commercial team and reporting directly to the CMO and president of regions, including the CEO.



### ● WW Marketing and Communications Manager

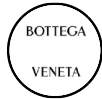
ZARA | Nov 2015 - Jun 2017

Create, implement, and lead the strategic development of brand marketing programs worldwide.

- Supervised day to day running of the marketing team in Europe and the US.
- Managed marketing campaigns with key internal stakeholders including PR, Digital/Social to ensure campaign message is consistent and respects the brand guidelines defined by HQ.
- Defined WW online and offline advertising campaigns including outdoor advertising Liaised with international marketing representatives and with local sales teams to ensure press and marketing support requirements are met.
- Project managed the marketing and communication campaign around

the launch of Vietnam, Thailand, Malaysia and Singapore markets online including gifting KOLS and launching events. - Project managed the opening events for new stores in NY, Paris, Ho Chi Minh, Chicago and Mumbai.

- Analyze and implemented new marketing trends
- Worked alongside the creative team in order to find optimal ways of displaying products, offers, newsletters and banners
- Managed and decision making on the budget
- Supported the legal department negotiating and writing contracts with third parties: local PR agencies, local artists, permits... Directly reporting to the Head of Zara.com

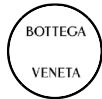


### ● Senior Press Officer

Bottega Veneta | Aug 2014 - Oct 2015

Key duties: managing press relations, which include planning and execution of the communication strategy.

- Event planning, coordination, and execution.
- Pitching and developing feature requests, editorials, and general communication.
- Supported the creation, development, and implementation of PR Strategies to achieve product placement and editorial within relevant outlets in the markets.
- Managed local partners and media agencies. - Provided strategic and tactical support to the European Director and World Wide Communications Director.



### ● UK Press Officer

Bottega Veneta | Aug 2013 - Aug 2014