



# Michael Edelmann

Marketing, Branding and Strategy Consultant

📍 London, UK

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## Links

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## Languages

English (Fluent)

Italian (Fluent)

French (Fluent)

German (Native)

## About

Extremely ambitious marketing lead with brand, agency and media experience across the fashion, beauty, fitness and health industries as well as a huge passion for technology and community. A true left brain/right brain thinker, who combines creativity and innovation with analytical excellence and business acumen to drive success. Always acts with integrity to build culturally relevant brands, and never loses sight of providing value to the single user and community at large.

### BRANDS WORKED WITH

- Breuninger
- Dr. Barbara Sturm
- Gucci Europe & Middle East
- Herve Leger / Bcbg Max Azria Group
- Hugo Boss Fashions Inc
- Jäger Advertising, PR & Communications Agency
- LANVIN
- PopSugar
- Rudolf Wöhrl Ag
- The Business of Fashion

## Experience

### ● Marketing, Branding and Strategy Consultant

| Jun 2019 - Now

- Building culturally relevant brands with a focus on fashion, beauty and luxury at the intersection of technology and community.
- Areas of expertise include brand strategy, creative direction, content production, e-commerce & website development, digital marketing, email marketing, social media, PR & communications, copywriting, advertising.
- Clients (current & past) include: The Business of Fashion, REM Beauty by Ariana Grande, Retrouvé (luxury skincare brand founded by the former owners of Kiehl's), Bidayat (a catalyst for creative talent and entrepreneurs from MENA and Europe, founded by Valentino & Balmain chairman Rachid Mohamed Rachid), Tilting the Lens (an accessibility consultancy founded by educator, Disability advocate and author Sinéad Burke with clients including Gucci, Ralph Lauren, Starbucks and Netflix).



### ● Global Marketing Director

Dr. Barbara Sturm | Mar 2020 - Feb 2021

- Championed the brand's DTC evolution by developing strategic marketing plans with a 'digital first' mindset.
- Led on PR, social media and brand partnership initiatives to drive awareness.
- Improved marketing channel efficiencies with the goal of increasing engagement and conversion.
- Managed performance marketing efforts including paid search, shopping, display and social.
- Oversaw the creation of diverse and inspiring content for multiple platforms, including videos and podcasts.
- Worked closely with the product development team on the launch of newness (including the execution of market and consumer research, development of the pricing strategy etc.).
- Oversaw retail marketing initiatives, including new market launches (f. ex. China, India) and store openings. Key milestones:
  - Achieved YoY e-commerce revenue growth rates of +400%; introduced a new website/re-platform.
  - Grew the email subscriber base by +500%; launched a customer loyalty program and CRM initiatives.
  - Boosted social media following by +80% in just 12 months; opened a TikTok account and engaged on Clubhouse.
  - Released an editorial content hub; edited and commissioned all articles and content.
  - Launched a college ambassadorship program to help educate, mentor and inspire the next generation of talent.
  - Produced an inspiring line-up of digital events – across YouTube, TikTok, Instagram and Zoom – with co-hosts such as Hailey Bieber, Tiwa Savage

and Ashley Graham.

- Spearheaded a two-hour live fundraiser to benefit frontline health workers as well as other charitable initiatives, raising more than \$100k in donations.



- **Marketing Director**

The Business of Fashion | Jul 2019 - Mar 2020

- Developed a holistic marketing strategy across all organic and paid channels (including email, social media, organic search/content marketing, PPC, programmatic advertising) to meet goals such as brand awareness, user acquisition, conversion and retention.
- Oversaw all content distribution (including editorial, social media, podcasts, video) and leveraged third party platforms like Apple News, Spotify and YouTube.
- Planned the roadmap for channel capability development in partnership with the product and technology teams.
- Established and owned the participation strategy for paid marketing (including PPC, paid social and programmatic advertising).
- Collaborated with the events team on the production and amplification of brand experiences.
- Oversaw marketing performance; established KPIs and objectives, managed budgets.



- **Director of Brand & Communications**

The Business of Fashion | Jan 2019 - Jun 2019

- Developed and implemented integrated marketing campaigns to create awareness and drive user engagement around key moments and events globally.
- Created and oversaw the strategy for amplification and distribution of content.
- Established strong relationships with other media outlets as well as key decision and taste makers (including influencers and celebrity talent) for brand promotion.
- Managed synergies and content creation between editorial, social and multimedia as well as design teams to ensure appropriate timing, delivery and results.
- Provided actionable insights and reporting to inspire and lead marketing and content initiatives.
- Oversaw BoF's image content and developed a strong visual brand identity.



- **Senior Marketing Manager**

The Business of Fashion | Jul 2017 - Dec 2018

- Planned and managed BoF's 'top of the funnel' user strategy, which have seen the community and engagement grow faster than competitors. Examples include a 10% lift in email open rates.
- Developed and executed new brand, content and user growth initiatives that created awareness across all touchpoints and ultimately led to consideration and interaction.
- Ensured consistency in the delivery of all brand marketing communications.
- Proactively developed and managed strong relationships with relevant (media) partners for brand amplification. Successful case studies include collaborations with Quartz, i-D and Thrive Global.
- Created and drove the social media strategy and calendar, f. ex. growing BoF's Instagram to more than 1 million followers with YoY growth rates of +50%.



- **Social Media Manager**

The Business of Fashion | Aug 2016 - Jun 2017

- Created and executed BoF's social media strategy, increasing the following by 60% (+1.5 million users) and average referral traffic by 45% in only 10 months while substantially improving overall engagement.
- Established a distinctive tone of voice and visual identity for the BoF brand across all social media channels and beyond.
- Worked closely with BoF's in-house editorial, commercial, video and design teams to produce compelling content; occasionally managed video productions.
- Established media partnerships with Hypebeast, Fast Company, Fash-

ionista, and more.

- Led BoF's #TiedTogether charity initiative, including conceptualisation, designer & media outreach. Worked closely with the two beneficiaries of the movement, the UNHCR and ACLU. Achieved more than 650 pieces of media coverage with a potential reach of more than 680 million users globally in just two months, raising more than \$60k in donations for the movement.



- **Editor**

PopSugar | Jan 2015 - Aug 2016

- Wrote original fashion, beauty, entertainment and fitness stories based on current events, future trends (using tools such as Buzzsumo) as well as using historical data.
- Monitored key traffic and readership data to derive appropriate strategies for growth.
- Managed and cultivated an engaged Popsugar community on its social media platforms.
- Established and oversaw relationships with other publishers for traffic exchange partnerships.
- Maintained the editorial content calendar by reviewing seasonal trend forecasts and worked closely with industry contacts on potential story ideas.
- Led a small team of editorial assistants, interns as well as freelance contributors; commissioned and edited their work.



- **Editorial Consultant**

PopSugar | Jul 2014 - Jan 2015

- Produced original fashion, beauty and entertainment stories.
- Curated articles suitable for a UK audience from Popsugar US and various partner sites.
- Promoted stories on social media platforms (Facebook, Twitter, Instagram, Pinterest, G+).

- **Assistant Buyer - Shoes**

Gucci Europe & Middle East | May 2012 - Dec 2013

- Performed buying activities during sales campaigns for 90 directly operated stores (style selection, composition of store assortments) under time pressure in highly demanding environment.
- Prepared seasonal trend reports and competitor analysis based on broad knowledge of the European marketplace (acquired on field trips and via in depth online research).
- Produced and studied large data reports to inform and underpin buying decisions.
- Created collection training materials and presented them to senior management and store personnel, proving excellent written and verbal communication skills.
- Allocated merchandise efficiently to increase profitability and satisfy local market needs.



- **E-Business Assistant**

LANVIN | Oct 2011 - Mar 2012

- Conceptualised newsletters, online store landing pages, and e-advertising campaigns for Vogue.com, Style.com, and Elle.com, attesting creativity and originality.
- Passionately styled photo shoots, visually merchandised the online store, and updated seasonal trend pages by respecting brand guidelines while showing own design aesthetics at the same time.
- Developed an affiliate marketing programme and built partnerships with publishers such as ShopStyle and Polyvore.
- Assisted in the launch of social media profiles (Twitter, Instagram, Pinterest) as well as search engine marketing initiatives.

- **Online Marketing and E-Commerce Assistant**

Rudolf Wöhr Ag | Mar 2011 - Sep 2011

- Assisted in the launch of an online store for fashion, accessories, and shoes dedicated to children.
- Created concepts and wrote copies for newsletters, flyers as well as Facebook posts.

- Produced merchandise descriptions and prepared all product data to be published online with great attention to detail.
- Conducted a website audit and effectively implemented measures to improve the functionalities and layout of the online store.

- **Wholesale Assistant**

Herve Leger / Bcbg Max Azria Group | Sep 2010 - Feb 2011

- Researched department- and multi-brand stores and successfully developed collaborations for the sale of merchandise. This required initiative and self reliance.
- Marketed HERVE LEGER and BCBGMAXAZRIA collections with the wholesale team to buyers of department stores like Harrods, Selfridges, and El Corte Inglés.
- Attested high motivation and 'can-do' attitude by negotiating and taking orders.
- Reviewed performance of the wholesale department and helped to adjust sales forecasts accordingly.
- Supported the Director of International Wholesale in various projects, including for example visual merchandising guidelines.

- **Wholesale Assistant**

Hugo Boss Fashions Inc | Mar 2010 - Jul 2010

- Closely assisted account executives in the collection presentation to buyers of department stores such as Bloomingdales and Saks 5th Avenue.
- Produced daily and weekly sales statistics with analytical excellence.
- Interacted with key accounts on a daily basis attesting superior customer service skills.



- **Personal Stylist**

Breuninger | May 2009 - Dec 2009

- Selected and marketed high-fashion menswear from designers such as Giorgio Armani, Versace, and Dolce & Gabbana to high-profile clients.
- Increased customer satisfaction by providing exclusive services (such as pinning clothes).
- Successfully reached monthly sales targets and improved customer retention by managing a client book and encouraging consumers to open loyalty cards.

- **Communications Assistant**

Jäger Advertising, PR & Communications Agency | Sep 2005 - Feb 2008

- Developed and managed multiple advertising campaigns (both online and offline) simultaneously for various clients demonstrating ability to multitask.
- Planned events for 500-1000 guests. This required strong organisational and time management skills in researching and booking event venues, catering, and entertainment.
- Assisted at photo shoots (industrial- and event-photography).

## Education & Training

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2014 - 2015

- **University of Westminster**

Master of Arts, Marketing Communications

2010 - 2011

- **Institut Supérieur de Gestion**

Bachelor of Business Administration, International Business

2008 - 2012

- **OHM University**

Bachelor of Arts, International Business