



# Emma Spratt

Senior Brand Marketing Specialist - Fashion, Lifestyle & Sports Retail

📍 London, UK

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## Links

[LinkedIn](#) [Instagram](#)

## Languages

English (Fluent)

## About

With 8+ years of experience across the core marketing elements - retail, digital, eCommerce, content, experience, brand, and communications, I'm excited to take the next step in a senior marketing role. I have worked with global brands across sports and lifestyle fashion for the past 5+ years and in this role have led the strategy, planning, and execution for all brand and marketing communications.

Proud of my exceptional work ethic, I am a fast learner, love taking on new challenges, and lead by example. I pride myself on bringing upbeat positive energy to team environments and encouraging others to bring their own individual flare, building teams that are collaborative, curious, and progressive.

### BRANDS WORKED WITH

Brand Spanking Ltd

Stirling Sports

Stirling Sports & Stirling Women

## Experience

### ● Marketing Manager

Stirling Sports & Stirling Women | May 2017 - Jul 2022

Established in 1964, Stirling Sports is one of New Zealand's iconic retailers in the fashion and lifestyle industry. As a Franchise business, we have over 60 stores nationwide and a growing eCommerce channel. Stirling Sports also has a sister brand STIRLINGWOMEN, positioned as a premium women's fashion and lifestyle retail experience.

#### Key Responsibilities

- Responsible for a team of six across Trade Marketing, Visual Merchandising, Events & Activations, PR & Ambassadors, Social Media (TikTok, Instagram & Facebook), Digital Advertising, and eCommerce.
- Development and implementation of strategic marketing plans, promotions, campaigns, and product launches in alignment with the eCommerce and Merchandise teams.
- Full control and management of marketing budget
- Lead and manage all content across organic and owned digital channels including website, weekly eDMs, and social media.
- Work alongside the eCommerce Trading Manager to develop our CRO strategy and drive key changes across our eCommerce and digital channels to deliver growth.
- Work alongside brand partners to deliver global brand campaigns through Stirling Sports and STIRLINGWOMEN-owned channels
- Carrying out ongoing data analysis using google analytics and Microsoft BI to interpret sales performance across products, categories & stores to determine relevant actions required across all marketing channels owned & paid.
- Work alongside our SEO Partner to develop and implement our SEO Strategy
- Planning and managing our digital advertising budget (\$500k NZD p/a) and executions with our digital marketing agency.
- Management of influencer and ambassador activation in alignment with brand position and our target market Including managing product orders for seeding at the time of sell-in.
- Conceptualize creative and art direction for campaigns, photoshoots, events, and content
- Manage visual merchandising initiatives in alignment with buying and marketing strategy
- Managing print production for in-store promotions and campaigns.
- Create and manage the Stirling Sports & STIRLINGWOMEN Store Fitout Design for new and existing stores
- Contributor to overall brand strategy at a senior management level.



### ● Merchandise and Marketing Assistant

Stirling Sports | Oct 2016 - May 2017

#### Key Responsibilities

- Managing Stirling Sports and STIRLINGWOMEN social media channels including scheduling posts, editing & resizing imagery, engaging with followers, and replying to comments and messages.
- Social Media channels at the time included Facebook & Instagram
- Managing influencers and brand ambassadors through liaising on product selections, ensuring posting and content requirements were met, and maintaining relationships.
- Creating content in-house and sourcing content from other channels to share on social media channels.
- Marketing assistant tasks included:
  - Assisting marketing coordinator with planning and organization of campaigns, photoshoots, promotions, and events/activations
  - Preparing spreadsheets for print runs
  - Liaising with the buyers to source samples
- Buying assistant tasks included:
  - Creating catalogues for buyers across various categories
  - Preparing spreadsheets for ranges and collating stores orders
  - Liaising with suppliers to confirm store orders
  - Working with buyers to select ranges for various brands

**Achievements:**

STIRLINGWOMEN was established 6 years ago, a key to the brand strategy at that point was aligning with influencers through extended-term partnerships to generate ongoing reach and awareness through their channels. My role was to grow STIRLINGWOMEN brand awareness in its infancy through securing and maintaining key influencer partnerships including Hannah Barrett (94.5k followers) and Lana Van Hout (104k followers). We secured these ambassadors with exclusive, 12-month contracts which helped grow the STIRLINGWOMEN following and brand awareness.

● **Senior Account Executive**

Brand Spanking Ltd | Nov 2014 - Oct 2016

Branding Spanking is about connecting brands with people. As a marketing agency, we primarily focused on events, activations, and in-store sampling. Promoted to Senior Account Executive at Brand Spanking, my role comprised of campaign management, maintaining and building client relationships, executing marketing communications, and managing talent. Key Responsibilities

- Writing proposals, briefs, and reports for clients and campaigns
- Planning, executing and completing a variety of activations including:
  - Sampling (in-store and OOH tours)
  - Events (Tradeshows, sponsorship events & roadshows)
  - In mall and retail experiences
- Produce written communications for brands across social media, websites, eDMs, flyers and other forms of advertising.
- Social Media Management – planning and executing social media campaigns and promotions of our client's brands across Facebook and Instagram through Business Manager and organic posting.
- Retail Experience – planning and executing new product launches and promotions for a pop-up retail kiosk. This experience also required ongoing training and management of staff.

**Education & Training**

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2014 - 2014 ● **University of Auckland**

Bachelor of Commerce (Hons), Marketing Management

2010 - 2013 ● **UNIVERSITY OF OTAGO**

Bachelor of Commerce, Marketing Management