



# Salvador Chillaron

Growth | Brand Strategy | Digital Marketing | Change management | Commercial Operations | Exec MBA Warwick Business School

📍 London, UK

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## Links

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## Languages

Catalan (Native)

English (Native)

Spanish (Native)

French (Work Proficiency)

Italian (Native)

Mandarin (Basic)

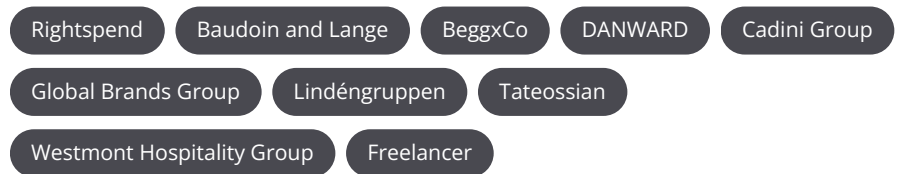
## About

13+ years' experience in luxury brand management. Adept at driving growth and market expansion through marketing and strategic planning. Extensive experience in brand equity architecture, digital marketing, brand portfolio, positioning and re-branding execution.

Demonstrable Go-to-Market reputational success in eCommerce, CRM and Retail, while directing disruptive omnichannel campaigns. Expert at leveraging data-driven insights for market segmentation & new product launches. Passionate about enhancing brand loyalty & customer engagement through compelling stories, AI & technology. Staying updated on the latest trends in consumer behaviour. Led digital transformation projects and tactical business acquisitions.

Fostered cross-functional global teams (+30 members, 12 direct reports) to achieve business goals. Completed an Executive MBA. Topic dissertation "How Metaverse/ Web3 contribute to Brand Equity".

### BRANDS WORKED WITH



## Experience



### ● Marketing and New Business Director

Rightspend | Apr 2022 - Sep 2022

Data Intelligence MarTech solution for Marketing and Procurement departments of Fortune 500 companies. Suite of SaaS products offering data science and visualisation of over \$10 billion in Marketing fees per year.

- Directed Marketing and SaaS Teams globally. Contributed to Leadership Team success.
- Presented monthly business updates for the Board of Directors (Private Equity Investment).
- Executed Marketing and Marketing Procurement Strategies via Consultancy services for global brands.
- Executed Communication & PR Plans to boost B2B brand awareness, and generate sustainable advantages.
- Directed Strategic Partnerships with key Consultancies.
- Executed tactical plans to achieve efficiencies in Brand Management, MarTech, and Marketing Procurement, especially with Digital, Content, PR, Media Production, and Creative Agencies.
- Responsible for Americas and EMEA P&L. Managed Marketing budget, and rebranding project.

### ● Chief Growth Officer

Baudoin and Lange | Oct 2022 - Now

Drive business expansion and market penetration through strategic initiatives and direct marketing performance, optimizing campaigns to elevate brand visibility and engagement. Orchestrate brand direction and retail marketing efforts, leveraging data-driven insights to enhance customer experience, identify growth opportunities, and implement effective solutions.

Grew sales by £2M+ across digital and retail channels through key strategies and optimisation of marketing performance.

Introduced new category of trainers and executed market penetration strategy with 15% price rise.

Expanded e-commerce revenue streams by developing new customer tier system and automating email marketing flows.

Increased digital revenue by £1.3M via strategic digital marketing acti-

vations, including new CPC strategies, partnerships with WordSeed and Linkby, and directing first in-house and external affiliate programmes, enhancing ROAS to 400%.

Generated £900K in retail marketing by introducing new visual merchandising strategy, redesigning store interiors, hosting VIP events, collaborating with local influencers, and launching personalised clientele programmes.

Boosted APV, frequency, and CLV by merging CRM & customer service functions, conducting customer satisfaction surveys.

Enhanced brand equity through content production, partnerships with press and media, and appointment of new advertising, PR, and digital agencies. Launched four new stores, executing communication strategies & local promotional activities.

## ● Strategy & Marketing Consultancy

Freelancer | Jan 2022 - Mar 2022

Headed strategic growth initiatives and market segmentation plans, enhancing customer value through innovative frameworks. Led adoption of innovation curves to drive market competitiveness and product relevance. Appointed and guided new communications, PR, marketing, and graphic design teams, nurturing collaborative and high-performing environment. Developed and implemented customer value-in-use frameworks, driving deeper engagement and satisfaction.

Navigated Room Mate Hotels through bankruptcy during COVID-19 pandemic via targeted crisis management campaign.

Enhanced market presence and investor confidence by spearheading rebranding strategy and conducting in-depth brand audit for Angelo Gordon Investments and Westmont Hospitality Group.

Drove revenue growth and market expansion by formulating strategic partnerships with creative agencies and commercial collaborators, including Booking.com.

Boosted brand differentiation and customer experience by directing segmentation strategy, creating two distinct tiers of hotels, and rebranding 4-star properties under new "Room Mate Collection" with refined art direction strategy.



## ● Head of Asia & Global Partnerships

BeggxCo | Sep 2017 - Nov 2021

Directed creation of compelling brand assets and innovative campaigns, elevating brand visibility and engagement. Led strategic marketing initiatives to boost eCommerce growth, including implementation of new social media ads, CPC partnerships, SEM on Google, and SEO audits. Maximised conversion rates and improved trade marketing efficiencies across EMEA and APAC regions by developing and executing targeted digital marketing plans.

Generated double-digit web growth (£2.1m) by launching "Comfort Blanket" blog, leveraging Scottish cultural relevance to create engaging content and experiences for consumers.

Accomplished 27% surge in retail sales during lockdown by heading global go-to-market strategy following knitwear factory acquisition and expanding into new loungewear and homeware categories.

Increased retail sales by 20% by directing global retail function, launching first flagship store, and pioneering new e-concession and pop-up strategies across EMEA, Korea, Japan, Mainland China, and USA.

Enhanced engagement with Chinese consumers by appointing T-Mall partner and directing creation of targeted content.

Boosted global reach and sales through digital plans with eConcessions, such as Farfetch and Mr. Porter, orchestrating affiliate programmes and managing global PR agencies.



## ● Business Development Manager

Global Brands Group | Jul 2016 - Oct 2017

Supervised and mentored design, marketing, and eCommerce teams, driving £5m turnover. Devised and executed strategic business development plans to expand market reach and increase revenue. Built collaborative and high-performing environment across team of 14 staff, enhancing productivity and innovation.

Raised brand performance and visibility by launching effective pop-up store communications and PR plans, securing key partnerships with

Harrods, Bicester Village, Tryano Abu Dhabi, and Bloomingdales, and rebalancing product range to align with market demands.



- **Marketing & Sales Manager**

Tateossian | Feb 2015 - Jul 2016

Oversaw development and execution of comprehensive brand strategy, encompassing social media, digital marketing, retail marketing, and PR and communications. Managed all aspects of marketing and sales initiatives to steer brand growth.

Spearheaded private label expansion initiatives with prestigious brands, including Ermenegildo Zegna, Canali, Thomas Pink, and Massimo Dutti.

Negotiated lucrative partnerships with influential entities, such as John Booth Artist (£1.2m), Diptyque (£270k), Norse Projects (£190k), Zegna (£2m), Elton John AIDS Foundation, Mandarin Oriental, and The Dorchester Collection Hotel.

Innovated retail strategies by rolling out targeted campaigns to attract new demographic of consumers, particularly professional women. Pioneered inclusive marketing approaches by featuring women wearing cufflinks and bracelets in ground-breaking photoshoot, resulting in notable 20% increase in retail sales.



- **Marketing consultant**

DANWARD | Jul 2012 - Sep 2014



- **Marketing Associate**

Cadini Group | Sep 2011 - Jun 2012