



Melissa Mullins

Business Operations Manager
- New Project, Richemont

London, UK

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Languages

French (Work Proficiency)

About

I am a delivery focused, self directed, and creative individual with an entrepreneurial mindset and excellent communication skills. Strong can-do attitude with extensive experience in start-up businesses . Equipped with the ability to operate in both structured and unstructured environments, working cross functionally to deliver results.

BRANDS WORKED WITH

- GM Equestrian Services
- Michelangelo Foundation
- OKAPI
- Omnicom Media Group UK
- Richemont
- Rocky Mountaineer
- Trinity Co PR

Experience



● Business Operations Manager - New Project

Richemont | Jun 2021 -

Founding team member (employee #2), working on the creation and launch of a new brand within the Richemont Group. Launching in 2023, Via Arno is a new company that gives people access to the best craftsmanship from around the world. We work to champion craftsmanship, endorse and enable artisans to sell their work, and to sustain and grow their businesses in the long term.

Key tasks included but not limited to:

- Responsible for strategically stitching together and managing collaboration between different business departments to drive forward deliverables on cross functional projects for launch
- Define and optimise the artisan management critical path
- Develop and scale best-in-class processes for artisan onboarding and implement and manage these systems amongst the artisan community
- Grow the artisan community through management of the outreach and onboarding pipeline
- Build the artisan support team to deliver a best-in-class artisan experience
- Lead research on key areas to deliver insights that inform decision making across strategic, operational, and cultural business initiatives
- Support the development of the global product strategy, architecture, and point of view
- Data analysis and reporting on artisan selection to support the range plan and business strategy



● Chief Of Staff To Executive Vice Chair

Michelangelo Foundation | Nov 2019 - Nov 2021

The Michelangelo Foundation for Creativity and Craftsmanship is a private, international, non-profit foundation that celebrates and preserves master craftsmanship. The Foundation was established in 2015 by Johann Rupert. I was a key support to the incoming Executive Vice Chair of the Foundation, Hanneli Rupert, and worked across a variety of projects under their remit.

- Collaborated with leadership team to develop and execute strategic priorities for Michelangelo Foundation, facilitating alignment across the Foundation and amongst stakeholders in Richemont group
- Supported the coordination of aspects of the highly successful Homo Faber cultural event in Venice, which attracted 55,000 visitors over three

weeks

- Collaborated with leadership in the development of the sales strategy and drove its implementation for Homo Faber Event 2022, resulting in CHF 350K in sales
- Conducted key research and data analysis to inform the evolution of Michelangelo Foundation's strategic approach
- Successfully managed agency selection process and ongoing project management for a new digital partner



● Director of Operations and Communications

OKAPI | Nov 2018 - Sep 2021

Reporting directly to the CEO, Hanneli Rupert, I was responsible for the operations of luxury lifestyle brands Merchants on Long and Okapi. I provided key support in driving and scaling the business whilst overseeing all aspects of operational management and implementing the strategic execution of all projects.

E-Commerce & Digital Project Development

- Lead the website relaunch for Merchants on Long and Okapi - this included appointing the new digital agency, working with them to define the end-to-end client journey, and daily project managing the re-platform to Shopify

- Managed all seasonal photoshoots and creation of digital assets
- Managed the day-to-day operation of the e-commerce websites – creating and refreshing assets, coordinating product upload, creating all copy, refreshing assets, and merchandising product categories
- Directed all website improvements – this included -working alongside the web agency and overseeing the pipeline of tech projects
- Devised and actioned the e-commerce calendar – product marketing, editorial, email and promotional content schedule

Operations

- Provided strategic support to the CEO, engaging and liaising with high level stakeholders on their behalf
- Managed the South African based production team and established processes to increase efficiencies within production lead times
- Planned and executed all international trade and consumer events including - presentations at Premiere Classe Trade Show in Paris, launch events during Frieze London, and exhibitions at major US conservations which welcomed over 60,000 visitors over 4-days
- Management of external stakeholders including PR and digital agency and key strategic partnerships



● PR & Marketing Manager

OKAPI | Oct 2015 - Oct 2018

- Plan and manage all marketing activities to agreed budget
- Management of external agencies (PR/Digital/Ecommerce) from briefing to reporting
- Manage and direct head of creative in the development of seasonal brand assets, ensuring timely delivery, covering market needs across all areas of the business
- Identify and project manage all key aligned brand partnerships in order to drive commercial objectives and recruit new clients
- Full responsibility for consignee management from ensuring all supporting collateral is provided through to follow up of invoicing
- Sourced digital marketing agency in order to create Okapi's digital mar-

keting strategy and drive website traffic. The resulting processes which were defined and implemented gave rise to an increase of 30% to web traffic

- Collaborated with digital marketing team to create Okapi Welcome Email Program and ensure that brand voice was consistent throughout all messaging of triggered email program

- Strategically analyzed digital marketing KPI's to proactively propose and test new ways to enhance marketing in order to ensure targeted messaging to customers

- Project management of large scale brand events including international trade shows and launches

- Spearheaded the launch of 'Okapi bespoke' offering within the brand

- Continuously liaised with product development manager in order to ensure marketing activations were in place to support key launches

- Developed the brand book and defined the tonal messaging



- **PR & Marketing Executive**

OKAPI | Oct 2013 - Sep 2015



- **On Board Attendant**

Rocky Mountaineer | Jun 2011 - Oct 2011

- Resolve any problems with itineraries, service or accommodation.

- Attend to special needs of tour participants.

- Actively sell tours, clothing and supplies related to the trip over the course of the journey.

- Provide onboard commentary for guests in an interesting and entertaining manner.

- **Office Manager**

Omnicom Media Group UK | Sep 2010 - May 2011

- Operate telephone switchboard to answer, screen or forward calls, providing information, taking messages or scheduling appointments.

- Greet people entering the establishment, determine nature and purpose of visit and direct or escort them to specific destinations.

- Schedule appointments and maintain and update appointment calendars, file and maintain records.

- **Public Relations Intern**

Trinity Co PR | May 2010 - Aug 2010

- Assist in identifying main audience for clients and how best to communicate with them.

- Contact appropriate media representatives to develop new business opportunities.

- Work as part of a team to create and organize promotional events for clients.

- Responsible for all clerical duties within the office and also the maintenance of the show room.

- **Assistant**

GM Equestrian Services | Jul 2009 - Mar 2010

- Responsible for actively sourcing new clients and tailoring our services to their needs.

- Responsible for managing and organising travel arrangements for

employer.

- Prepared excel spread sheets and organised financial accounts

Education & Training

- 2012 - 2013 ● **SKEMA Business School**
Master of Science (MSc),
- 2008 - 2009 ● **Università Bocconi**
Bachelor of Commerce (B.Com.),
- 2006 - 2010 ● **University College Dublin**
Bachelor's degree,