



# Holly Ferguson

An intuitive, consumer led marketer with 18+ years experience

London, UK

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## Links

[LinkedIn](#)

## Languages

English (Native)

## About

With 18+ years experience at Nike, Converse & Red Bull, I most recently held the position of Marketing Director for Northern Europe at Converse. My brand marketing consultancy offer is focussed on connecting brands to audiences through relevant and authentic brand marketing. I specialise in brand strategy, marketing strategy and execution as well as being available for Fractional CMO / Marketing Director roles.

I connect people to their passions through authentic marketing, the work I do always comes from seeing audiences as people and not just a consumer segment. My approach always stems from the questions, what can we make people feel and help them do? This is an old Nike adage that the work I've done has always embodied.

I am experienced in turning audiences into brand fans, especially pinnacle top tier consumers that drive brand love throughout the marketplace. I can work on anything from live briefs to strategic future planning and I'm also open to fractional roles within the right brands and companies.

### BRANDS WORKED WITH

Converse

Nike

Red Bull

## Experience



### Marketing Director

Converse | Apr 2021 - Jan 2024



### Brand Director Nike Sportswear

Nike | Jul 2017 - Apr 2021



### Brand Director Nike Women

Nike | Jun 2015 - Jul 2017



### Brand Director

Nike | Aug 2013 - Jun 2015



### Communications Manager - Culture

Red Bull | Apr 2009 - Aug 2013

## Education & Training

2002 - 2005

### Manchester University

1st Class Honours BA Hons, American Studies