



# James Joyce

Creative Solutions Manager

📍 London, UK

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## Links

[LinkedIn](#)

## Languages

English (Native)

## About

I am an enthusiastic Client Relations/ Account Director, and my speciality is in building meaningful relationships internally and with external partners globally across multiple industries, including Fashion, Music, Tech, Hospitality and Lifestyle. My excellent communication skills have lead to strong and lasting relationships with clients, colleagues and other contacts including catering companies, photographers, Press and Talent Agencies. I understand the importance of unique business DNA and thrive on working to achieve objectives and build long lasting relationships. I also work on a small publication called DOG ([www.readdogmag.com](http://www.readdogmag.com)) in my spare time, providing Business and Production Support.

### BRANDS WORKED WITH

- Condé Nast Publications
- House of Hackney
- Monocle
- Paul Smith
- TCC
- VISUAL TALENT LIMITED - Wonderland/Man About Town/ Rollacoaster
- VOCAST ApS

## Experience



### ● Creative Solutions Manager

Monocle | Nov 2022 - Now

- Planned and executed creative briefs with a strategy and clear understanding of the client and the objectives for the partnership whilst keeping to budget
- Worked closely with internal teams and clients to better deliver creative solutions and project management with time limits and within budget. Negotiating with clients when further budget is needed
- Built trusting relationships with clients and our internal teams with clear communication and project management as well as providing idea generation in response to briefs
- Created new business proposals to potential clients including projected budgets and costs with multiple options
- Always went beyond simple transactional client management and instead working closely with the client and building trusting partnerships ensuring retention and growth of the partnership
- Lead responses to client enquiries as well as tactical and promotional briefs
- Conducted in depth reports for both internal use and for clients
- Drafted and created contracts ensuring legal requirements and compliance rights followed
- Created and managed production timelines both for internal team and for client. Tracking and amending when necessary inclusive of weekly updates
- Worked across film, advertorials and content on behalf of clients and Monocle
- Created digital strategy and extensions for clients and internal use. This included Podcasts, films and all digital media
- Strong presentation and proposal skills, writing in depth creative briefs for internal and clients
- Excellent understanding of Microsoft Suite including powerpoint and excel
- Familiar with tools such as Mailchimp and hootsuite
- Contributed to long term strategies and vision of the Creative solutions team
- Accounts managed include Huhtamaki, Pas Normal, Sotheby's, Pictet and more

### ● Senior Account Manager

TCC | May 2021 - Nov 2022

- Managed the account of one of London's best known shopping destinations, St Christopher's Place.
- Created the re-opening plan to bring people back into London following the pandemic
- Increased footfall and expenditure within the estate to levels surpassing pre pandemic whilst achieving revenue and profit targets across the

account

- Generated close relationships with internal team and external resources bringing additional quality to my account and a reliable process
- Regularly presented to businesses and share-holders
- Planned budgets
- Created Proposals for New Business as well as further budget investments from existing clients
- Lead New Business Pitches including research, deck creation, team management and presentation
- Planned strategies across Digital and Marketing to increase footfall and profile
- Managed all Social Media accounts including content creation and ideation whilst working with Designers to where needed
- Oversaw sustainability changes across TCC, St Christopher's Place and 02
- Planned and approved regular communications including estate updates, events and budget announcements for both internal and customers
- Planned events and estate promotions which increased footfall and coverage across Social Media and press from ideation to delivery

### ● **UK Business Director**

VOCAST ApS | Feb 2020 - May 2021

Built Key Relationships and grew brand exposure translating into greater market share in several countries Opened up new markets creating exposure to new potential partners Maintained and developed relationships with key stakeholders including PR Companies and Sponsors through communication, events and social Business Meetings Had great relationships with both internal team located in Copenhagen as well as all External Clients and Partners ensuring smooth Communication and all processes and needs outlined clearly Managed performance, workflow and quantified growth through effective use of CRM System Grew Brand awareness, sales and overall traffic to platform and socials through creation of Digital Marketing and Business Strategy Worked with Internal teams to provide detailed and useful insights and analytics to further benefit ourselves and our partners Identified and generated new business opportunities through general interest and constant research

### ● **Business Relations Director**

VISUAL TALENT LIMITED - Wonderland/Man About Town/ Rollacoaster | Feb 2017 - Feb 2020

Increased overall advertising, special projects and event sponsorship by developing excellent relationships with existing and new partners Increased business income by enabling last minute bookings and turning that around in a very short time frame Worked with internal and external creatives to develop proposals for a wide range of clients winning big partnerships and contracts Managed Team and Stakeholder needs and expectations at numerous events and launches Managed relationships with a range of large and small stakeholders Ensured client vision and brand vision was implemented throughout all projects and were completed to a high and satisfactory standard for all parties Planned successful events from concept to launch generating Press featured in National and International Newspapers

### ● **Business Relations Manager**

VISUAL TALENT LIMITED - Wonderland/Man About Town/ Rollacoaster | Jul 2016 - Feb 2017

### ● **Casual**

Condé Nast Publications | Apr 2016 - Aug 2016

Learnt to develop industry contacts and the value of Brand Identity Researched a called in product for still life shoots using industry contacts Researched and booked suitable locations for photo shoots and events Assisted on photo shoots helping with styling, set up and general administration Collected and formatted credits for shoot pieces to feature in magazine



- **Store Manager**

House of Hackney | Oct 2014 - Dec 2015

Trained team on all products and procedures within the company including how to identify different fabrics, styles, and customer service expectations Prepared weekly and monthly reports on Sales KPIs Planned store Budgets and distributed targets to sales team. Setting objectives and how best to meet those targets individually and as a team Maintained client database and delegated customer outreach to the sales team Point of contact with Head Office regarding shop floor, stock and business performance Provided Consistently excellent product knowledge and passion for the brand Constantly re-merchandising shop floor to revive the floor and showcase product



- **Sales Assistant**

Paul Smith | Feb 2011 - Oct 2014

Regularly refitting and restyling the shop floor ensuring a constantly evolving shop floor and windows Trained to tailor and alter clothing Stock Management Painting the gallery as well as curating and hanging artworks for exhibitions and events Developed relationships with customers and potential clients during events, providing information about the artwork and the artist. Consistently worked towards and exceeded high targets, aiming for strong UPT and ATV

## Education & Training

2016 - 2016 ● **Condé Nast College of Fashion & Design**

Certificate, Vogue Fashion Certificate

2005 - 2007 ● **Havant & South Downs College**

A Level, A-Level, A Level English Language, Literature, Media Studies and Film Studies