



Charlotte Kennedy

Returning to UK Nov 2024
| Passionate about Luxury Brands & Lifestyle

📍 London, UK

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Languages

- English (Native)
- French (Basic)
- Spanish (Basic)
- Italian (Basic)

About

Experience in driving revenue for fashion and lifestyle brands.

BRANDS WORKED WITH

- The Calile Hotel
- The Salvation Army Australia
- Wunderkind
- The Basil Street Practice
- Version 1
- Depop
- N2O Limited
- BrightSparks
- Furla

Experience



● Director of Business Development

The Calile Hotel | Nov 2023 - Now

"The 12th Best Hotel In The World 2024"

Account Management for The Calile Hotel.

Increased account's MRR by 15%.

Contributed to 20% of new business pipeline.

Managed a team of 5 SDRs.

Headhunted as an independent consultant to open the fine dining restaurant - Gibney (Perth), March 2024. Increasing customer base, building brand partnerships, and driving customer loyalty.



● Luxury Authenticator

The Salvation Army Australia | Oct 2023 - Now

Volunteering as a luxury item authenticator across Queensland's Salvation Army charity shops.



● Director of Business Development

Wunderkind | Jan 2022 - Dec 2023

Pioneered the creation of the Luxury Brands Account Manager position, warranting a promotion from Associate to Account Manager. Notable accounts include Gucci, Brioni, Belmond and Emirates.

Deals closed at +£60k ARR. Building long-term relationships with Director/ C-Suite stakeholders within multinational retailers, including eCom-merce and Marketing Directors, CMOs and CDOs.

Conceived and executed high-profile client events, curated gifting programmes, SEO campaigns and other initiatives to elevate brand presence.

Achieved 150% above quota for the fiscal year 2022-2023.

● Personal Assistant

The Basil Street Practice | Apr 2021 - Jul 2021

Temporary personal assistant within a private surgery based in Knights-bridge.

● Business Development Manager

Version 1 | Mar 2021 - Feb 2022

● Personal Shopper

| May 2020 - Oct 2021

Personal Shopper with a client base of 100+.

Specialising in sourcing rare pieces from Chanel and Hermès such as the infamous Birkin and Kelly bags.

Strong relationships within LVHM/Kering retail.



● Small Business Owner

Depop | Jan 2020 - Dec 2020

Profit Margin 63%.
Selling trending clothing pieces.

- **Brand Representative**

N2O Limited | Jan 2019 - Dec 2021

Brand representative for leading British organisations such as Sipsmith Gin, Gordon's, & Dove.



- **Hospitality Specialist**

BrightSparks | Jan 2019 - Dec 2020



- **Sales Associate**

Furla | Jan 2018 - Dec 2019

Education & Training

- **Oxford Brookes University**

International business and management,