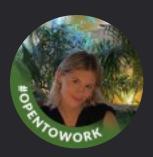
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Charlotte Kennedy

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

O London, UK

Portfolio file

View profile on Dweet

Languages

English (Native)

French (Basic)

Spanish (Basic)

Italian (Basic)

About

Experience in driving revenue for fashion and lifestyle brands.

BRANDS WORKED WITH

Experience



Furla

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 eCommerce 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 Knightsbridge.

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,