



Hannah Lawrence

Head of PR - French Connection

Greater London, UK

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Links

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Languages

English (Native)

About

Creative, energetic PR and marketing professional, specialising primarily in fashion and retail with extensive experience representing a wide range of UK and global brands. A comprehensive skill set with widespread industry experience and contacts. An excellent relationship builder and communicator, with the ability to understand brand and client objectives and deliver meaningful results. Considered a focused, conscientious and highly respected member of any team.

Inspired by creative environments, people and companies who are pioneering new initiatives; doing things differently and breaking the mould. Passion to deliver PR and communications with meaning and social purpose, actively seeking brands and companies that have holistic and a unique culture.

BRANDS WORKED WITH

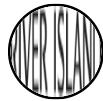
- French Connection
- River Island
- Debenhams
- King's College London
- LUCY WERNICK & ASSOCIATES LIMITED
- Arcadia Group Ltd
- Oasis Fashion
- Dust PR

Experience



● Head Of Public Relations

French Connection | Aug 2019 - Now



● PR Manager

River Island | Aug 2018 - Mar 2018

- Support PR Controller in UK coverage delivery through press engagement and product initiatives
- Drive creative brand communications ideas & ensure the press team provide a clear consistent brand message to Press
- Manage and drive influencer outreach strategy for River Island
- Manage the day to day running of the UK Press Office
- Oversee monthly and quarterly reporting – identifying key focuses and why the figure analysis
- Create content for web and social use (video content/lifestyle content) e.g instagram/snapchat and twitter takeovers
- Manage the UK PR Budget
- Support development of junior members of the team
- Product placement – Attend product meetings with buyers and drive product selections
- Press Events – working alongside Senior Press Team to manage seasonal press days and events
- Story Sell ins to press – manage the team in the weekly sell ins and product pushes
- Develop relationships with target titles/stylists with hospitality-meetings/breakfasts/dinners/festivals



● PR Manager

Debenhams | Feb 2017 - Aug 2018

- Drive the PR and communications strategy across Debenhams, exclusive brands and services
- Maximise sales and increase awareness of Debenhams brands and key products
- Create the annual PR strategy and campaigns
- Drive and deliver strong product-based coverage across all target media
- Initiate the strategic development of product placement and feature placement through print and digital PR
- Liaise with internal and external stakeholders to drive coverage results and presented back to the business
- Develop and manage key influencer partnerships

- Strategic planning and implementation on all PR activity – events, shows, media meetings, celebrities and 3rd parties
- Reporting of results on coverage generated and sales conversion, impact of links to site
- Writing and mailing media alerts and releases on new exclusive brands to Debenhams and key product launches



- **Marketing Manager**

King's College London | Feb 2017 - Jul 2017

- Leading on the production of digital strategy and content, in line with briefs agreed at director level
- Creating and managing content for a wide range of collateral, including; film, audio, online and printed and social media channels
- Campaign management; developing plans, writing and reviewing copy and securing internal and external publicity
- Ensuring communications are fit for purpose, monitoring their effectiveness and ensuring objectives, budget and timings are met
- Write creative briefs for agencies to deliver compelling campaigns to support marketing objectives
- Write and edit compelling and engaging copy that is appropriate to the target audiences

- **PR and Communications Manager**

LUCY WERNICK & ASSOCIATES LIMITED | Feb 2014 - May 2015

PR Manager across account including; Rebecca Taylor, MOTHER denim, 360 Cashmere and Essentiel Antwerp

- **Senior Press Officer**

Arcadia Group Ltd | May 2012 - May 2014



- **Press Officer**

Oasis Fashion | Jan 2009 - Jan 2011

- **Account Executive**

Dust PR | Jan 2006 - Jan 2009