



Katie Smith

Business & Creative Director

📍 Bristol, UK

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Languages

English (Native)

Indonesian (Basic)

About

I am a highly skilled Creative Director, Designer, and Entrepreneur with a proven track record of excellence in accessory design, brand strategy, marketing, and business development. I am an exceptional and instinctual trend predictor with a natural leadership style, able to effectively communicate with teams and oversee the creative process from conception to completion. A visionary leader with a proven track record of delivering results and driving business growth, I am adept at delivering high-quality projects on time and within budget while maintaining exceptional relationships with clients. Throughout my career I have won several coveted awards, including being shortlisted for the inaugural BFC/Vogue fashion fund in 2010 alongside Christopher Kane and Erdem and the Topshop New Designer Award in 2008.

BRANDS WORKED WITH

ANGELJACKSON

Angel Jackson Accessories

PLAY STYLISM

Experience

● Creative Director | Business Strategy

PLAY STYLISM | Jul 2018 - Now

- Develop and execute creative and brand direction strategies, including all graphic design and brand identity.
- Identify market opportunities and secure funding for start-ups through grants, loans, and investment
- Design and implement digital marketing and sales strategies
- Collaborate with cross-functional teams, including design, development, and marketing, to ensure campaigns were executed on time and within budget.
- Manage creative resources and provide ongoing feedback to ensure high-quality work.
- Worked closely with clients to understand their needs and provide strategic guidance to help them achieve their business goals. Skills : Creative direction and leadership, Concept development and visualisation, Trend forecasting and analysis, Product design and development, Project management and team coordination, Budgeting, and financial analysis

● Creative Director and Consultant

ANGELJACKSON | Jun 2014 - Now

Creative Director Business Strategy Marketing June 2014-Present Bali, Indonesia

- Remote
- Provide creative direction and strategic consulting services to fashion brands and start-ups
- Collaborate with clients to develop and execute brand strategy, design direction, and marketing campaigns
- Work closely with design teams to create cohesive and compelling collections that resonate with target audiences
- Advise on sustainability initiatives, helping brands integrate ethical and eco-friendly practices into their operation
- Collaborate with cross-functional teams, including design, development, and marketing, to ensure campaigns are executed on time and within budget.
- Create compelling visual and written content, including web copy, blogs, and social media posts.
- Conceptualise and execute creative projects, including photo shoots, events, and influencer collaborations.
- Conduct market research and analyse data to inform marketing strategies and improve campaign performance.
- Build and maintain relationships with clients to ensure their needs are met and their business objectives are achieved.

● Co-Founder and Creative Director

Angel Jackson Accessories | Jan 2006 - Jan 2018

Creative Director Business Strategy Marketing Design

- Established and developed a sustainable luxury accessories brand
- Launched brand globally through traditional marketing and sales, resulting in over 300 wholesale stockists
- Developed successful e-commerce platform (B2B and B2C) and social media channels
- Led all aspects of the business, including design, production, sales, and marketing
- Managed design delivery from concept to completion
- Built and managed a team of designers and artisans, overseeing the development and production of sustainable and unique handbags and accessories
- Developed and executed brand strategy, positioning Angel Jackson as a leader in sustainable luxury fashion
- Secured partnerships with top-tier retailers, including Net-a-Porter, Selfridges, and Harvey Nichols
- Spearheaded the brand's sustainability initiatives, using recycled materials and ethical production practices
- Established relationships with extensive network of suppliers and creative agencies
- Conceptualised and executed innovative marketing campaigns, resulting in increased brand recognition and customer loyalty
- Developed and managed relationships with print and online press, celebrities, and influencers
- Winner 'Topshop Accessory Designer' and 'Topshop Designer of the Year' award
- Short listed for BFC/Vogue Fashion Fund alongside Christopher Kane and Erdem
- Led creative team of designers, stylists, and photographers to develop high-end fashion collections that generated over \$1 million in revenue annually
- Provided creative direction and consultation for seasonal collections, including concept development, colour palettes, and styling
- Collaborated with cross-functional teams, including design, product development, and marketing, to ensure cohesive brand messaging and product strategy
- Developed innovative marketing campaigns and content, resulting in increased brand visibility and customer engagement