



Sarah Fearon

Consultant / Marketing Director

London, UK

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Languages

English (Native)

About

I have extensive retail marketing experience with high-profile brands like Nike, Gucci, and Diesel. I excel in driving revenue through strategic campaigns, enhancing customer experiences, and ensuring brand visibility in dynamic environments. I'm adaptable, detail-oriented, and committed to delivering exceptional results.

BRANDS WORKED WITH

- eBay
- Diesel
- Icon Outlet At the O2 Full-Time
- Ipc Media
- Sarah Fearon
- Value Retail
- Wallpaper*
- Westfield London

Experience

Owner

Sarah Fearon | Sep 2019 - Now

Freelance projects within beauty and retail. Including eBay, Organa well-being, mumfluencer uk, harmonia, SLB Capital

Marketing Director

Icon Outlet At the O2 Full-Time | Aug 2018 - Sep 2019

articulate a long term commercial marketing strategy for ICON Outlet at The O2 including the creation of a compelling visitor programme that builds understanding of both brands whilst significantly growing income and ensuring long term financial sustainability of the business units Create, deliver and regularly review annual strategies for marketing, corporate and consumer communications which underpin commercial revenue streams

Oversee the delivery of site-wide marketing and communications activities

Work in partnership with the asset manager and leasing team to create highly targeted and productive marketing campaigns, which will drive revenue and long-term tenant investment in Icon Outlet at The O2 Serve as brand guardian and ensure that all strategies and activities are designed to support its brand strategy and guidelines

Work with retail and F&B brands, and venue teams, to ensure second to none customer experience for consumers and shoppers

Lead and manage the creative design process to bring ideas and content to life in a manner that supports commercial objectives and the brand message

Exceed commercial targets through the creative and optimal implementation of the marketing and communications strategy

Lead and manage all research programmes, to ensure that up to date performance data is available to all key stakeholders, and used as needed to shape any future commercial or marketing activity.

Brand partners: Nike, Adidas, Aspinal, g-star, pepe, Tommy Hilfiger, GAP, Estée Lauder, CK



Marketing Director

Value Retail | Apr 2013 - May 2018

Provide leadership and support in building marketing strategies, materials and activities to support business development activity

Attend all Brand meetings with the top 16 brands and manage all of the follow up from the meetings

Manage Brand architecture and trademark strategy

Working closely with Retail teams, follow up on agreed detailed briefs and agreed deliverables for the brand

Provide leadership and support to the team and agency to develop agreed materials.

Participate in developing consumer-based marketing utilizing the brands carried in our Villages by working with the Retail teams and the brand representatives.

Provide leadership and support to the team and agency to prepare briefs and presentations for potential partners and key divisions in the

company, supporting the Retail teams to present to Brands. Helping to translate their key messages into effective marketing/sales collateral
Provide leadership and support to external strategic partners/agencies to ensure the success of each campaign/activity for both parties
Track progress on deliverables, create timely reports
Delivery of KPIs and the analysis of ROI.

BRAND LIST 2016/17:

Bally, Brooks Brothers, Coach, Calvin Klein, Furla, Gucci, Hackett, Michael Kors, Paul Smith, Polo Ralph Lauren, Superdry, Ted Baker, Timberland, Tommy Hilfiger and Versace.
Total Sales 2016: £900m

Provide leadership and support in creating Brand programmes and collateral
Working with agencies developing marketing programmes.
Working with agencies creating VR sales brand collateral and usage guidelines that emulate the company brand attributes and support generic and campaign activity. Assist in keeping collateral up to date and also gain feedback for continuous improvement
Assist in ensuring brand material is accessible and maintains integrity of the brand.
Provide leadership and support the Retail Teams in ensuring any use of brand material is in line with guidelines
Assist in educating client group in how to use toolkit (access, collateral) where applicable.

Create strong relationships
Act as a key point person to Retail teams on deliverables and deadlines; be a trusted and a valued partner
Work closely with other group marketing functions to ensure campaigns are integrated and consistent across all channels and functions
Build a partnership approach with suppliers whilst providing leadership and support in managing their time/costs as well as quality of output.

Other activities include:
Support surge activity for Villages with additional campaigns
Identify innovative solutions and new ways of thinking
Identify new and innovative marketing trends
Understand competitor and Brand marketing strategies.

● Publisher

Ipc Media | Dec 2010 - Apr 2013

Drive brand partnerships with commercial team



● Head of PR/Comms

Diesel | Mar 2009 - Dec 2010

Develop and maintain relationships with target media and with the fashion and luxury industries and represent the brand at industry events
Liaise with media buying agency to co-ordinate international and UK media planning.

Work closely with Milan HQ to create / produce and maximise media output on catwalk shows (NYC Fashion Week, Bread and Butter) and other fashion / non fashion events

Liaise with Milan HQ to produce look book shoots; liaise with PR, Design and Sales to deliver appropriate tools for sales / presentations and PR use

Work with TRM and VM teams to create retail events and manage organisation and run event on the night

Work closely with Head of Retail to deliver retail and external events where appropriate

Manage, train team members to maximize their contribution to the business.

Work with retail / ecommerce sites inc ASOS and own brand website (plus social media outputs)

Draft PR and marketing material for approval (with Milan HQ)

Monitor fashion and luxury industries' activity and identify appropriate events and sponsorship opportunities



- **Head of Marketing**

Wallpaper* | Feb 2006 - Mar 2009

Brand partnership / sponsorship and events



- **Marketing Director**

Westfield London | Jun 2022 - Now

Education & Training

1993 - 1996

- **Bournemouth University**

Bachelor of Applied Science - BAsC,