



# Harriet Walden

Experience Luxury Marketing Manager - Events, Activation and Brand

Reading, UK

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## Languages

French (Basic)

German (Basic)

## About

A luxury marketing, brand and event management professional currently working within the Champagne sector. Experience has involved creating activations and campaigns from conception to implementation. Working with prestigious global brands has taught efficient working, initiative to seek out opportunities, growth in skill sets and expanding responsibilities within the business. Willing to move nationally and within Europe for my next role.

### BRANDS WORKED WITH

Ashton Farms of Wiltshire

Bedlam Productions

Champagne Laurent-Perrier Uk

Neston Park Farm Shop

William Grant & Sons

Yapp Brother Wine Merchants

## Experience

### ● Marketing Manager (Brand, Activations and Event Manager)

Champagne Laurent-Perrier Uk | Jun 2014 - Oct 2022

Three promotions during tenure

-Sourcing brand partnerships for events

-Event Management: End to End creation of events inc: Taste of London

-Management experience: 1 direct, 4 dotted line reports. Plus direct customer management and collaborations with other subsidiary markets.

-Innovation Ownership: engaging method of train customer teams and consumers. Solution: Online virtual platform the is like a tour of the cellars.

### ● Digital and E-commerce Consultant

Ashton Farms of Wiltshire | Mar 2020 - Sep 2021

Local family owned food wholesaler supplying hotels, restaurants and takeaways within a 30mile radius and selected London accounts with fine foods and disposables.

-As of 25/03/2020 – sales dropped 84% overnight

-Need established: Warehouse full of fresh and perishable food and household supplies, prevent unnecessary wastage, supermarkets unable to meet consumer demand.

-Opportunity: Create an online retail platform to sell items that would otherwise be destroyed and support those who were isolating and couldn't get deliveries from supermarkets in a timely fashion.

-Digital Transformation: Full online e-commerce platform created in 4 days via Shopify, sales from new market - £1m+ ARR from £0, Social Media: reach – F= 40,340 & I= 4,704, followers - F= 1000 (started at 138) & I=478 (started at 17). Pre-platform – telephone and email ordering service created as an interim solution to a website.

### ● Marketing Assistant

Yapp Brother Wine Merchants | Jun 2013 - Sep 2013

Summer Paid Internship. This role involved marketing and advertising for products and offers, aiding in the organisation of events such as The 3 Wine Men, The Spirit of Christmas (Olympia, London) and setting up a retail pop-up shop at Exmouth Market in London. This role also included design work for wine lists, advertising & marketing campaigns, and vehicle wrapping utilising Adobe InDesign.

### ● Artist Liaison

Bedlam Productions | Jan 2012 - Jan 2013

Events - involving negotiating hospitality, liaising between artists & event organisers. Working with a broad range of people, under time pressure & resolving conflicting objectives .



- **Retail Supervisor/Buyer**

Neston Park Farm Shop | Jan 2008 - Jan 2012

Sourcing, negotiating & ordering artisanal food & wines. Dealing with suppliers & customers, alongside admin and bookkeeping for the butchery department, plus marketing.



- **Customer Marketing Manager - Luxury**

William Grant & Sons | Mar 2023 - Mar 2024

(Meta Luxury - Ultra prestige range including Glenfiddich - 21 Year old +, The Balvenie - 16 year old + & Hendrick's). Full management and evaluation of luxury projects, activations and events within 5\* hotels, Michelin Star Restaurants, private client and prestige department stores (Selfridge's & Harvey Nichols). Creating full 360° creative marketing plans with focus on company strategy on Luxury. Liaison with multiple local and global brand teams, presenting strategies to senior members both internal & external and playing pivotal part in developing Luxury strategy.

## Education & Training

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2012 - 2014

- **The Royal Agricultural University**

2:1 Bachelor's Degree, BSc (Hons) in International Business Management

2011 - 2012

- **Trowbridge College**

Merit, HNC in Applied Business Management,