



Harriet Russell

Marketing and Memberships Manager

London, UK

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Links

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Languages

French (Work Proficiency)

English (Fluent)

About

An ambitious and customer-centric individual with a strong work ethic to complete projects and tasks to a high standard. With over 4 years of experience founding and supporting retail start-ups, I pride myself on having strong interpersonal and organizational skills with the ability to collaborate and grow the sales and efficiencies of my department. With expertise in marketing and business development strategy, I am now looking for exciting opportunities to grow my network in the creative industry.

BRANDS WORKED WITH

- Appear Here
- Arlettie Paris
- KWD Solutions
- Little Halstock Ltd, London Craft Week
- Natural x Lab
- TREDO

Experience



UK Marketing Manager

Arlettie Paris | Jan 2021 - Now

- Lead 360 marketing strategies for the UK database, driving brand awareness and sale-specific actions to encourage footfall to the events
- Forecast annual budgeting for the Marketing and Memberships teams, ensuring that we meet departmental sales targets on a weekly, monthly and annual basis
- Building and innovating sales funnels to drive conversion across the website and showroom



Co-Founder, Branding and Digital Marketing Lead

TREDO | Jun 2020 - Jun 2021

- I built and designed the branding package, marketing campaigns and social channels for the TREDO website
- Coordinated all email communications and followed up on daily requests, systematically prioritising those that required immediate attention



UK HR and Client Relations Manager

Arlettie Paris | Jan 2020 - Nov 2021

- Liaising with the Accounts team in Paris, I managed recruitment, onboarding, HR planning, team workflow and payroll for all temporary and permanent staff
- Implemented and customized employee management system; Workforce, for the London office
- Managed customer service enquiries for a database of 60-1 00k Subscribers



Brand Host

Appear Here | Oct 2019 - Aug 2021

- Conducted viewings, check-ins and check-outs with a variety of retail brands, designers, and media. Brands included: Amazon, Milk Makeup, Neals Yard, New Balance, Dazed and Cadburys.
- Taking photographs of the different Appear Here spaces and assessing whether they had been reinstated to original conditions via photo reporting on site
- Conducted maintenance visits and in-tenancy visits in the spaces

Event Assistant

Little Halstock Ltd, London Craft Week | May 2019 - May 2019

- Assisting in the setup and the dismantling of the showroom through to the completion
- Ensured all branded items for events arrived on time
- Ad hoc duties included but were not limited to, maintaining records of

all bookings, guest list management, hosting, showing guests around the showroom

- **Account and Digital Marketing Manager**

Natural x Lab | Oct 2018 - Aug 2021

- Responsible for all aspects of digital marketing including customer acquisition and retention through various marketing channels such as SEO, social media, and affiliate marketing
- Established a network of local designers for drop shipping and maintained ongoing relationships with brand partners
- Hosted private shopping events and talks with sustainable industry leaders at our pop-up shop on Upper Street



- **VIP Apartment Manager**

KWD Solutions | Feb 2016 - Aug 2018

- Responsible for managing the VIP Apartment at Bicester Village on the weekends
- Liaising with Value Retail to host corporate partners including Annoushka Jewellery, American Express, Bank of China, Karl Lagerfeld, Laduree, Mastercard, and Qatar Airways
- Managing bookings, organising personal shopping experiences, and providing the ultimate VIP experience throughout the village



- **Luxury Sales Associate**

KWD Solutions | Oct 2015 - Aug 2018

- Working with a boutique staffing agency provided the opportunity to work with a variety of luxury brands across Bicester Village, Selfridges and Fortnum and Mason. Brands included: Anya Hindmarch, Bamford, Bonpoint, Coach, Joseph, Loewe, Missoni, Paul Smith, Sandro, Tory Burch and many more.

Education & Training

2016 - 2019

- **Oxford Brookes**

BA History of Art,