



# Kira Wheeler

Content Marketing Manager

London, UK

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## Languages

English (Native)

## About

MANAGER Accomplished Marketing Manager, with extensive experience in e-commerce and digital content creation.

### BRANDS WORKED WITH

Asos Plc

Hillgate PR

Veeve

## Experience



### ● Marketing Manager

Veeve | Apr 2022 - Feb 2023

Strategising, managing and implementing the digital and print marketing campaigns, aimed at new property acquisition as well as guest communications, at a multi-national level. Creating innovative, engaging and on-brand content, executing its release across the Veeve website, CRM email communications, and via social media channels. Building and optimising landing pages from infancy, using WordPress and Elementor. Providing detailed data analytics and thorough reporting, offering strategic developments to help drive growth. Overseeing the brand direction, TOV and photographic catalogue for the Veeve brand. Lead Graphic Designer, using a variety of design platforms to create captivating OOH advertising, marketing collateral, and merchandise. Managing a direct report, helping to train and nurture their skills. Experience overseeing the work of external freelancers and agencies. Managing annual marketing budgets.

### ● Digital Account Manager

Hillgate PR | Jul 2020 - Mar 2022

Managed the digital content output for a cross section of interior design and lifestyle brands, across thirty-five different channels. Oversaw the relationship between the agency and a multitude of international clients; executing and communicating the content strategy, to achieve brand objectives. Commissioned and project-managed a variety of influencer collaborations, reaching audiences of up to 2 million viewers per campaign. Produced and curated engaging editorial, video, and graphic design content, adapted to the needs of each digital platform.



### ● Editorial Content and Production Executive

Veeve | Apr 2018 - Jul 2020

Lead Copywriter of the Veeve website, creating listings of design-led holiday homes. Created captivating social media content and copy for marketing campaign collateral. Managed the production team, overseeing brand photography guidelines and the photographic catalogue.

### ● Established Merchandising Assistant

Asos Plc | Feb 2016 - Mar 2018

Merchandised the products of over sixty global fashion brands, to optimise sales for ASOS. Curated product pages to reflect current trends and ASOS customer profiles. Combined sales analysis and trend forecasting to predict the best-selling products.

## Education & Training

2012 - 2015

### ● University of Bristol

Upper Second Class Honours, History Bachelor of Arts

2010 - 2012

### ● Colyton Grammar School

A Level Grade A, English Literature

- 2010 - 2012 ● **Colyton Grammar School**  
A Level Grade A, Art
- 2010 - 2012 ● **Colyton Grammar School**  
A Level Grade A, History
- 2010 - 2012 ● **Colyton Grammar School**  
A Level Grade A, Philosophy and Ethics