



# Vanessa Jennings

Head of Sales & Marketing

Windsor, UK

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## Languages

English (Fluent)

## About

I'm a high performing sales & marketing lead with nearly 20 years experience across sales, business development, marketing, brand strategy, account management, operations, and team management.

With a proven track record of delivering profitable growth, I have an entrepreneurial mindset and deliver by balancing strategic planning with creative strategies.

### BRANDS WORKED WITH

- Inkpac
- Lara Bohinc
- Rosamund Muir
- Sassy Shop Wax
- Selfridges
- the Cross
- Vagabond Shoemakers

## Experience

### SALES & MARKETING DIRECTOR

Rosamund Muir | Aug 2021 - May 2022

Remote Luxury Footwear - Start Up/SME Set up commercial processes & launched B2B, negotiations underway with Neiman Marcus & Net a Porter Shortlisted for Best New Brand & Designer of the Year - Drapers Footwear Awards 2022 Restructure of marketing, PR & pricing strategies Sales forecasting, marketing & advertising budgets Management of D2C ecommerce platform: inventory management, copywriting & analytics Digital marketing: running Meta Ads, email marketing & customer journeys, content marketing Social media management: all content & campaigns, online brand presence & engagement Established brand voice: content creation & copywriting Market analysis & design consulting Company communication lead with key stakeholders



### NATIONAL SALES MANAGER

Sassy Shop Wax | Aug 2020 - Jul 2021

Home Fragrance/Cosmetics - Start Up/SME Aug 2010 - July 2021 Remote / Bristol Set up Commercial processes & launched B2B Drove consistent high growth: 50-100% revenue increases month to month Established network of 150 retailers in 6 months Online Key Accounts: Pretty Little Thing, Boohoo.com, Prezzybox, I Saw It First, Just My Look & Fragrance Direct On exit negotiations ongoing with Boots & Tesco Drove category growth through New Product Development: market analysis, concepts, production, POS & packaging, to market launch Strategy: pricing, sales forecasting, market positioning KA own label: concept ideas, price negotiation, market launch



### NATIONAL SALES ACCOUNT MANAGER

Vagabond Shoemakers | Aug 2016 - May 2020

50 accounts + Key Accounts ASOS, Office & The Hut Group Onboarding John Lewis, House of Fraser, Kurt Geiger, Arnott's Achieved revenue growth by monitoring sales & inventories, negotiating space & positioning, implementing activity plans, increasing market share across categories Strategic planning: forecasting, customer strategies, distribution P&L accountability: revenue generation, market costs, trading terms Led seasonal sales campaigns, analysis of sell in & sell out Management of trade marketing campaigns Stakeholder employee brand training Regional Manager role for retail team of 8 Turnover £5m p/a BUSINESS DEVELOPMENT & RETAIL OPERATIONS

### INTERNATIONAL SALES MANAGER

Lara Bohinc | Jan 2008 - Apr 2009

Luxury Jewellery & leather goods 50 accounts + Key Accounts Harrods & Harvey Nichols London, Dubai & Riyadh Achieved 30% increase expanding market share across categories Forecasting, terms negotiation, inventory management, pricing/margins Sell out analysis, ensure depth in high margin products Coordinate new product launches, PR events &

training Management of sell in (London & Paris Showrooms) Turnover £2m p/a

- **STORE MANAGER**

the Cross | Apr 2006 - Dec 2007

Multi brand Luxury Lifestyle Boutique April 2006 - Dec 2007 Notting Hill, London Consistently exceeded sales targets by approx 20% Worked with over 60 brands across multiple categories



- **BALENCIAGA BRAND MANAGER**

Selfridges | Jun 2004 - Apr 2006

Delivered a luxury high end customer experience Managed VIP & Celebrity database



- **Head of Sales & Marketing**

Inkpact | Jun 2022 - Now

- Sales: Motivated and managed team of 3 achieving increases in deal size, margins and conversion rates. Accountability for building sales pipeline and developed new market strategy in response to economic climate
- Marketing: Managed budgets & drove marketing strategy, supporting Marketing Manager in decision making
- Account Management: Supported Account Manager in retaining and growing client base, advising on client strategy
- General: Monthly KPI tracking, team 1:1's & development meetings, company wide reporting.