



James Tuck

Marketing and Ecommerce Director

Yeovil, UK

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About

I am an experienced Marketing, Brand and Communications professional. Having worked for numerous global brands, some listed on international stock markets, I fully understand what it takes to steer a brand in the right direction and take Marketing from strategy to implementation at all levels.

I specialise in brand marketing and strategy, conceptualising campaigns that run above and below the line allowing for multi-engagement with the target consumer market. I have extensive experience in building brand growth across retail, e-commerce and both B2B and B2C. I consistently think outside the box to approach markets from new angles, grow social communities and implement digital marketing strategies that achieve quick results whilst also being part of a multi-platform campaign.

Previous companies I've worked for and with include:

- Gold Peak Group (Global electronics brand with turnover in excess of \$600 million , FMCG non-food)
- Haynes Publishing Group (Well known publisher specialising in Automotive, DIY and consumer leisure media and b2B software)
- Silverline Group (Tool brand operating across Europe, selling into retail and on-line)
- Biesse Group (Annual turnover of 450 million Euro, a technical machinery manufacturer registered on the Italian Stock Exchange)
- Princess Yachts (high-end luxury UK yacht manufacturer)
- LVMH Group (A conglomerate of over 50 high-end luxury brands)
- Helly Hansen (Global technical sportswear and fashion brand)
- Raymarine (Global marine electronics and navigation technology manufacturer)
- Aardman Animations (Oscar winning Film and TV production company and creators of Wallace and Gromit)

Going forward I continually strive to develop myself as a marketing, brand and communications professional always looking for new opportunities.

Specialities: Marketing management and coordination, Event organisation, Social and digital marketing, E-commerce, Creativity, Design, PR & Communications, Advertising, Digital and online reputation management, film and moving image production.

BRANDS WORKED WITH

- ADPR
- Aquapac International Limited
- Biesse Group UK Limited
- FastForward (FFWD) Marketing Ltd
- GP Batteries
- Haynes Publishing Group
- ID4 Ltd
- JARDINOPIA LIMITED
- Polzeath Clothing Co
- Silverline Tools

Experience

● Global Head of Ecommerce & Marketing

JARDINOPIA LIMITED | Apr 2022 - Jun 2023

Jardinopia produces luxurious products and gifts for the home and garden.

Managing collaborations with other brands like Disney & Laura Ashley. I built an internal marketing and ecommerce team and grew US online sales by 60% in the duration of my 12 month contract.

● Founder

Polzeath Clothing Co | Jan 2021 - May 2022

Sustainable surf & outdoor lifestyle clothing brand

- **Marketing Director**

Aquapac International Limited | Oct 2020 - Mar 2022

British based manufacturer of waterproof cases, drybags, waterproof backpacks, duffels and panniers. Specialist supplier to military, expeditions and consumers globally.

- **Director**

FastForward (FFWD) Marketing Ltd | Mar 2020 - Now

A full service brand and marketing agency launched in early 2020.

Developing brand strategy, new product launch campaigns and brand marketing campaigns.

Specialising in Automotive, Outdoor, Sports & Leisure, consumer goods, FMCG and Luxury goods.

- **Marketing Director**

ID4 Ltd | Mar 2020 - Oct 2020

A tech start up launching a revolutionary 3D printer for the professional, Educational and Hobbyist market.



- **UK Marketing Manager**

GP Batteries | Mar 2017 - Jan 2020

- **Marketing Manager**

Haynes Publishing Group | Mar 2014 - Feb 2017

Management of all marketing and communications for the UK and Europe for the world famous Haynes brand of DIY books. The wide range of automotive related and non-automotive books published by Haynes in both printed and digital format offer something unique to everyone whatever their interests and hobbies. Marketing efforts include both B2C and B2B, reaching a wide range of target markets through multi-marketing channels.

- **Marketing Consultant**

| Aug 2013 - Dec 2016

As a Self Employed Marketing consultant I offer my years of experience built up in Marketing and Digital/Social Media to enable and advise SME's to achieve results and high ROI through their marketing spend.

Offering complete marketing management, brand identification, project management, PR, Social Media management and online and offline marketing management to a wide range of businesses ranging in size.



- **Brand Manager**

Silverline Tools | Nov 2012 - Dec 2013

Overall brand management of the Silverline brand across Europe, this included sponsorships, advertising, events, retail, PR, POS, design, online and offline.

Using the full range of marketing skills to promote the brand and products to both B2C and B2B in established and new markets across European territories.

- **Marketing Coordinator**

Biese Group UK Limited | Dec 2010 - Oct 2012

Management of all UK marketing including internal and external branding, communications, advertising, digital and social media and events.

- **Senior Account Manager**

ADPR | Jun 2007 - Oct 2010

A leading award winning PR agency.

I started off as an account executive and worked my way up over three years, managing some of the agencies biggest accounts on a day to day basis and being involved in the pitching team to win new clients.

Brands that I worked on or managed included:

- Princess Yachts - a luxury brand and manufacturer of superyachts, part of the LVMH group
- Helly Hansen - Outdoor, snow and water sports clothing brand
- Raymarine - Technology marine brand

Education & Training

- 2009 - 2010 ● **Chartered Institute of Marketing**
Professional Diploma , Marketing
- 2002 - 2005 ● **Plymouth University**
BA, Animation and Film
- 2000 - 2002 ● **Bournemouth Institute**
HNC, Digital Media, Design and Production
- 1998 - 2000 ● **Somerset College of Arts**
Btec ND, Art and Design