



Vasco Cruz

Sales Brand Manager Lead for International Luxury Portfolio

London, UK

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Links

[Website](#) [LinkedIn](#)

[Instagram](#)

Languages

English (Fluent)

Spanish (Fluent)

Portuguese (Native)

Italian (Work Proficiency)

French (Basic)

About

London-based account manager Lead for International Luxury Portfolio with a passion for immersive experiences, luxury brands and interactive consumer journeys. Background in Marketing Management (MA, University of Bologna) and Product Design (BA, IADE Lisbon). Excels when assisting brands with improving their retail/digital experiences, CRM and retail operations.

At his best when driving sales & marketing projects from concept to delivery as a lead Sales Brand Manager for Vince, Victoria Beckham, and Valentino - Assists buying team with market research and decision-making when going to the market. But also supports the marketing team in designing end-to-end roadmaps, engagement cycles, partnership collaborations and overall building a healthy relationship with all our key clients across multiple platforms in-store and digitally.

(The Observer, GQ, Farfetch, Harrods, Net-a-Porter, Meero Paris, Alexander McQueen, Samsung, Coca-Cola, Planet Organic, among others)

Solid creative technology skills, with a deep understanding of omnichannel campaign innovative and graphic design trends. Speaks four languages (English, Portuguese, Spanish & Italian). Thrives in fast-paced, dynamic environments.

BRANDS WORKED WITH

Harrods

Experience

● Fashion Consultant | Selected Brands

| Jul 2020 - Now

- Assistant - Vetements Sustainable Awareness Installation x Harrods 2018 • Entry Consultant 2021 United Climate Change Conference;
- Fashion Consultant for June Sarpong's book release The Power of Privilege (The Observer, March 2020)
- Fashion Consultant for Soki Mak, Menswear (GQ Middle East, July 2021);
- Event Assistant for Harrods Events (Acqua di Parma and Armani Prive Fragrances 2021);
- Lead eCommerce producer for Alexander McQueen using Shopify (Meero Paris, 2020)



● Sales Brand Manager | Lead for Valentino, Victoria Beckham, Vince

Harrods | Mar 2018 - Now

- Contributed to a brand growth of 30% and a turn-over of £4M p/a;
- Increased global customer acquisition by 100% during 2018-2022;
- Planned purchase orders and manage collection & product cycle;
- Collaborated with e-comms to drive digital growth to ensure brand image consistency online and planned in-store events;
- Promoted and marketed products to build market share;
- Collaborated strategically with brand partners in the sand optimization of products and roadmaps in the online/ offline ecosystems.

● |



● eCommerce Content Strategist

Harrods | May 2020 - Aug 2020

- Provided strategic input on all aspects of a website – brand/product categorization and navigation (PPC) with a focus on implementing the new SaaS Farfetch Black/White Solutions System;
- Established a consistent content marketing strategy based on demo-

- graphics, market trends and customer journeys;
- Used marketing tools to attract customers including designing advertisements to improve personal shopper experiences
 - Guided content team in the creation of tag lines and brand propositions;
 - Lead creative brainstorming and mock pitches;
 - Identified different shopper profiles and strengths, driving sales by 10% in the first covid quarter;
 - Planned strategic partnerships and presented constructive market-based research & proposal.



- **Client Relationship Management Expert**

Harrods | Sep 2017 - Feb 2018

- Developed a strong book of clients;
- Accelerated client growth through improved CRM strategies, customer acquisition, direct sales & marketing strategies, operations service, delivery and product marketing across a portfolio of the different brands: Theory, Valentino, Victoria Beckham, Vince, Helmut Lang, Kenzo, Tory Burch, Nanhuska, Self-Portrait.

Education & Training

2017 - 2017 ● **General Assembly**

Workshop, Digital Marketing

2014 - 2016 ● **Università di Bologna**

MA Fashion Culture and Management, Business Administration and Management, General

2010 - 2014 ● **IADE - Creative University**

Bachelor's degree, Industrial and Product Design