



# James Starbuck

Brand Marketing Manager / Art Director

Manchester, UK

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## Languages

English (Fluent)

## About

A driven and adaptable Branded Marketing Manager with experience working on a wide range of projects including creative briefs, shoot production, asset management and developing marketing strategies. With a good understanding of online advertising, email marketing and social media, I have proven results in being able to connect a number of different consumers to the brands I have worked with. I have a range of professional experience; proving that I can work both independently and autonomously, as well as part of a wider team.

### BRANDS WORKED WITH

BALLYCLARE LIMITED

DML JEANS (DENIM MERCHANTS LTD.)

Manière De Voir

MINOTI (LEISUREWEAR INTERNATIONAL)

YOKA-YO

## Experience

### ● BRANDED MARKETING MANAGER

YOKA-YO | Aug 2022 - Now

- Defining and executing digital brand direction and growth strategy for in-house brand Liquor n Poker.
- Independently planning, communicating and executing seasonal digital marketing strategy across multiple digital marketing channels including email marketing, Meta advertising, Google advertising, influencer marketing and more.
- Independently re-vamping creative direction of in-house brands, including organising and managing photoshoots (model choice, styling, location choice etc)
- Management of Shopify stores from top to bottom, including design and product / navigation management (over 1000 sku's)
- Ad strategy across Meta and Google to ensure consistent growth in brand awareness and online sales.
- Zalando integration using iLevel software to ensure products are correctly uploaded and managed to Zalando's international marketplace.
- Seasonal brand campaign strategy, sending weekly emails and ensuring cross-platform campaigns are consistent. Key Achievements:
  - Net online sales growth of 271% in the first 3 months of AW22 thanks to successful execution of multi-channel digital marketing strategy.
  - Revitalised the brand's editorial direction independently organising shoots to generate key assets for website updates and digital advertising, ultimately leading to growth in sales.
  - Re-launched the brand's Shopify store, making improvements in aesthetic, navigation and customer experience ultimately leading to a 129.4% increase in conversion rate.

### ● DIGITAL MARKETING EXECUTIVE

BALLYCLARE LIMITED | Aug 2020 - Feb 2021

- Key duties and responsibilities:
  - Managed LinkedIn, Instagram and Facebook accounts.
  - Optimised and grew social following, engagement levels and revenue.
  - Worked with the head of marketing on the launch of a new retail-focused website.
  - Worked with a digital marketing agency to develop paid social and Google Ad campaigns.
  - Designed and created B2B marketing assets.
  - Developed both B2B and B2C email marketing campaigns to increase online revenue and traffic. Key achievements:
    - Achieved record social growth with relevant audiences, 47% increase on Instagram and 13% increase on Facebook in just 7 months.
    - Oversaw a successful launch of the new B2C website, and the advertising agency hit ROAS in the months following.
    - Developed an influencer marketing strategy on a limited budget.
    - Worked with influencers to raise awareness for the brand.
    - Created successful B2B marketing materials for the sales team, including materials presented to clients such as Network Rail.

## ● BRANDED MARKETING MANAGER

DML JEANS (DENIM MERCHANTS LTD.) | Jun 2019 - Aug 2020

Key duties and responsibilities:

- Complete control of the brand's creative direction.
- Independently planning, organising and executing seasonal photo-shoots and promotional videos.
- Managing and updating retail website design on the Shopify platform.
- Designing lookbooks & POS.
- Developing and managing a growth / content strategy for all social media channels.
- Managing a digital marketing budget, to increase brand awareness, sales and traffic across multiple platforms.
- Managing email design, strategy and distribution to both retail and wholesale customers using Mailchimp and BeeFree.
- Stock and product management across eBay and Shopify platforms. Key achievements:
  - Created a digital marketing strategy using Google Ads, Facebook Ads and email marketing to generate a 271% increase in web sales & 229% increase in online sessions.
  - Revitalised a previously stagnating brand identity; creating a cohesive and considered aesthetic and tone of voice.
  - Complete overhaul of Shopify website design; creating a website design in keeping with the brand aesthetic as well as improving customer experience in terms of both navigation and information sourcing.

## ● MARKETING/SOCIAL MEDIA MANAGER

MINOTI (LEISUREWEAR INTERNATIONAL) | May 2018 - Jun 2019

Key duties and responsibilities:

- Managed a budget to increase social growth on both Facebook and Instagram.
- Created a strategy for continued mailing list growth.
- Worked with retail managers and shopping centres to market and improve visibility of brick and mortar stores.
- Worked with a wholesale manager to improve sales and prospect potential customers.
- Designed lookbooks, high-stake corporate presentations, online and in-store POS.
- General website maintenance and the creation of product data (WooCommerce). Key achievements:
  - More than doubled Instagram following and increased Facebook likes from 12k - 17.5k within 6 months.
  - Optimised Google listings for brick and mortar stores; improving online visibility within local areas.
  - Developed a campaign for mailing list that has seen growth of more than 200%.
  - Designed the AW/18 lookbook, distributed globally to retailers.
  - Formed concepts for both SS20 and AW20 photoshoots.
  - Launched successful mailing campaigns for both the wholesale and retail website (including automation campaigns etc.)
  - Worked with the website developer to make site-wide alterations, streamlining user experience and implementing marketing improvements.
  - Launched Google Ads campaigns for the wholesale website working out at £30 per wholesale sign up, analysing the data and goals for this campaign using Google analytics.



## ● Creative Manager

Manière De Voir | Jan 2023 - Apr 2023

- Independently conceptualised, planned and executed seasonal campaign shoots to ensure the creation of assets to the highest standard.
- Managed and inspired the creative and marketing teams across idea generation and delivery; whilst overseeing the look and feel for all marketing material, online and offline.
- Researched and proposed new ways to enhance the brand's visual identity and content.
- Worked in studio with in-house and external creatives to ensure both video and photo assets for the website, social media & CRM were executed to the highest standard. Utilising skills such as set building, lighting design and styling.
- Independently managed the logistics of weekly in-house content cre-

ation, managing prop purchasing, styling and model bookings etc.  
-Conceptualised, created and briefed bi-weekly homepage updates as well as general website updates.  
-Proposed new processes to improve efficiency across the marketing and creative team.  
-Gave final sign-off of all assets including social (posts and stories), email assets and e-commerce assets before CEO review.