



# Ashley Knight

Marketing Manager | Seeking New Opportunities in Fashion, Retail or Hospitality

St Albans, UK

[View profile on Dweet](#)

## Languages

English (Native)

## About

A dedicated marketing professional with over 15 years of experience working within the fashion, retail and hospitality industries. Throughout my marketing career I've developed a strong skill-set that includes; Event Management, Social Media, Online Marketing, Public Relations, Digital Marketing, Brand Management, Adobe Creative Cloud, Content Marketing, Product Marketing, Event Management, Business Development.

I'm now looking for my next marketing role and I'm open to both remaining in the fashion and retail industries or exploring new opportunities in other industries.

### BRANDS WORKED WITH



## Experience

### Marketing Manager

| Feb 2024 - Now

I'm currently open to new roles, either permanent or freelance, focusing on all marketing disciplines within the fashion and/or retail industries.



### EMEA Regional Marketing Manager

Saucony | Feb 2022 - Feb 2024

Administered the marketing and promotion of Saucony Originals across the EMEA region. Managing direct markets and coordinating distributors, with a particular focus on Saucony Originals Tier 0 & Pan-EMEA wholesale accounts. Alongside the EMEA Brand Director, Global Marketing Director, and Global President, developed and executed marketing strategies to ensure the brand's growth of notoriety, market share and profitability.



### Channel Marketing Manager

Musto | Mar 2019 - Dec 2021

Led strategic collaboration between Sales Teams and Marketing colleagues to develop and execute local brand and marketing plan; focused on elevating brand visibility within key wholesale accounts, from sales toolkits to in-store brand activation.



### Head Of Marketing

Peak Health | Jul 2017 - Mar 2019



### Head Of Marketing

The Capra | Jul 2017 - Mar 2019

### Marketing Manager (Fixed Term Contract)

Gap Inc./ Banana Republic | Aug 2016 - Jan 2017

Management of Banana Republic's marketing and communications activities for all UK and EU stores, the email communications via Salesforce for the EU database and the social media channels (Facebook & Twitter) for Europe.

### Brand Marketing Manager

IMG | Jul 2015 - Jan 2016

Managing the marketing strategy for IMG's in-house fashion label (American Freshman). Role included:

- Directed the alignment of American Freshman digital marketing strat-

egy with the in-house teams and social agency; executed new Instagram tactics leading to a 4x growth in followers within three months.

- Managed all aspects of American Freshman events, including a 10-date national university tour, a summer residency at Thorpe Park, and activations at Boardmasters and Big Festival festivals, collectively reaching over 500,000 attendees.



## ● Global Marketing Coordinator

Fred Perry | May 2012 - Jul 2015

In charge of implementing the marketing strategy alongside the PR team for Fred Perry globally under the direction of the Marketing Director/Brand Director/Managing Director.

## ● Marketing Professional

| Jul 2011 - May 2012

Working for various Event Production and Marketing agencies (including Momentum Worldwide, Ear to the Ground, Pretty Green, Amplify & The Tailor of Shoreditch) I have worked on events and marketing activations. My roles have included:

- On-site Event Manager for the VIP Terrace Area at the Summer Series with American Express, at Somerset House.
- Event Production Assistant at International Paralympic Day for Cadbury Spots v Stripes area.
- Assistant Event Manager for Cadbury Arena at Sainsbury Super Saturday festival
- Artist Liaison and Assistant Event Manager for The Book Clubs' 'Bookstock' & 'Leonard Street: Royal Wedding Street Party' street party events.
- On-site Project Coordinator for 'A Lee is You' in-store marketing activation.



## ● Marketing Coordinator

Diesel | Jan 2008 - Jul 2011

Skills/Responsibilities for this role have included:

- Communication
  - Dealing on a regular basis with key Diesel and 55DSL accounts.
  - Delivering precise and pro-active presentations.
  - Dealing direct with various creative and marketing agencies. Also, direct dealings with various print and production companies.
- Relationship Building
  - Development and use of a large contact list consisting of various marketing agencies, print and production companies, wholesale and retail accounts, and music and event agencies.
  - Involved in all aspects of building key account relationships, both for 55DSL & Diesel.
- Management
  - Responsible for regional Diesel:U:Music tours within the UK, various retail marketing promotions and Diesel training events.
  - Full control of the UK arm of Diesel's social networking activities driven through Twitter and Facebook.
- Strategic Planning
  - Writing strategic level documents for retail and marketing activities.
  - Driving creative art direction for Diesel and 55DSL from concept to consumer.
  - Development of highly creative, stand-out promotional events and campaigns.
- Flexibility/Initiative
  - Always aware of client/market/environment situation and be able to adapt quickly.
- Teamwork
  - Setting clear aims and objectives and working as one to produce a clear message.
  - Working collectively both in-house and through external agencies.



- **Marketing Assistant**

55DSL | Jan 2008 - Dec 2009

- **Marketing Assistant**

Kurt Geiger | Jan 2007 - Dec 2007

This role consisted of assisting the Creative Director, Head of Marketing & PR and the Visual Merchandising Manager. My role included: monitoring the marketing budgets; liaising with suppliers; designing in-store POS; assisting the Visual Merchandising manager with the implementation of new window schemes and product positioning within stores.

Two of the most significant parts of my role were:

- The management of Vogue Catwalk, a pull-out within Vogue's July Issue. I was left in charge of liaising with the production team at Vogue UK with regards to the layout and look-and-feel of the pull-out, and liaising with external advertisers such as Jimmy Choo, Alexander McQueen and Burberry on the production of their chosen adverts. I also assisted creatively on the three page editorial photoshoot incorporating Kurt Geiger product.

- Assisting on the creation of the AW08 advertising campaign, where I worked alongside both Saturday and AND Productions who were the agencies employed to complete the campaign. My role involved casting the models, ensuring all product was available for the shoot, inputting creatively when the shoot took place and also the approval of the final campaign.

## Education & Training

2005 - 2006 ● **Leeds Beckett University**

BA (hons),

2002 - 2005 ● **Leeds Beckett University**

HND,