



# Lucia Poli

PR & Events Director

📍 London, UK

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## Languages

English (Native)

## About

With over 7 years of experience in the Fashion PR industry I have worked for a diverse range of clients with varying needs, objectives, values, and budgets. I have honed my expertise in developing and executing bespoke 360° communication and brand building strategies that aligned with specific KPIs and amplify results. My strong relationship-building skills enable me to foster positive and lasting connections with clients, while also providing mentorship and coaching to my team to ensure successful project delivery.

### BRANDS WORKED WITH

- Black Frame PR
- ElevenTen Communications
- K&H Comms
- Lampoo
- ScienceMagic.Inc
- The Agency

## Experience



### ● PR & Events Manager

Lampoo | Feb 2022 - Now

As the in-house PR & Events Manager at Lampoo I have been responsible for creating and executing comprehensive marketing strategies with a focus on elevating industry positioning and driving brand awareness. As a result press coverage increased by 315%, organic searches by 75%, and social media following by 200%.

#### Key Highlights:

Reported directly to the CEO & Founder, providing strategic guidance and progress updates whilst leveraging data analysis to drive decision making.

Managed a marketing budget of €1 million, optimising spend across multiple channels to maximise ROI and minimise waste.

Led and managed the marketing team, providing direction and mentorship to drive success.

Successfully led the launch of Lampoo in the UK market.

Hired, onboarded and managed two PR agencies in the UK and Italian markets.

Launched Lampoo's blog The Loop, leading the editorial planning, SEO strategy and partnerships with external creative contributors.

Successfully executed two launch events in each market, from ideation to final reporting, managing all aspects with a budget of £40k for each event.

Crafted an effective in-store customer event series strategy, designing innovative activations that boost brand awareness and increase footfall.

Developed and executed an advertising campaign with a comprehensive media plan including paid media and out-of-home placements to drive brand awareness and increase conversions.

Successfully managed affiliate programme, elevating publication and influencer placement.

Collaborated with key influencers and brand ambassadors strategically to create a range of content that drove engagement and fostered a sense of community among customers.

Developed and managed partnership programs across various channels with a range of objectives, from initial strategy to outreach negotiations and execution.

- **Senior Account Manager**

The Agency | Sep 2021 - Feb 2022

Clients: 4th & Reckless, Quay, Deichmann, Estella Bartlett, Katy Loxton, Joma Jewellery, Forever New, Hire Street, The Hippie Shake, Alkemistry

Key Highlights:

Developed and maintained strong client relationships, delivering exceptional service and exceeding expectations.

Effectively recruited, trained, and mentored a high-performing fashion team of 15 including managers, executives, and assistants to drive success for all parties.

Crafting effective strategies to meet specific goals and objectives utilising events, activations, influencers, paid media, affiliates, partnerships and content.

Fostered relationships with consumer, trade, and business editors within the fashion industry to secure impactful PR coverage driving awareness, elevating positioning and driving SEO.

Strategically managed budgets from £0 - £800k to drive ROI and exceed KPIs.

Executed end-to-end events, including guests list, logistics, overseeing vendor and third-party coordination to ensure seamless delivery whilst managing client expectations.

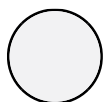
Collaborated closely with clients to create newsworthy opportunities organically.



- **Junior Account Manager**

K&H Comms | Jul 2019 - Aug 2021

Clients: Zalando, Orelia, Rails, DL1961, Wolf & Gypsy, Riley Studios, Seren



- **Account Coordinator**

ScienceMagic.Inc | Aug 2016 - Jul 2019

Clients: Max Mara, Sportmax, Marina Rinaldi, Claudie Pierlot, Emilia Wickstead, Birks

- **Press Assistant**

ElevenTen Communications | Feb 2016 - Jul 2016

Clients: Blood Brother, Katie Eary, BOY by Boy London, Teatum Jones, Serge DeNimes

- **Press Intern**

Black Frame PR | Aug 2015 - Jan 2016

Clients: Peter Pilotto, Ashley Williams, Kenzo, Rodarte August 2015 - January 2016

## Education & Training

2015 - 2016

- **Northampton College**

Management & Leadership Level 5 CMI,

2013 - 2015

- **Bishop Grosseteste**

Higher Education Diploma, Art & Education