



Giselle Binks

Project Director

London, UK

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

- English
- French
- Mandarin Chinese (Simplified)
- Mandarin Chinese (Traditional)
- Taiwanese

About

As an experienced professional with extensive expertise in e-commerce and digital publishing, I have a proven track record of success as a Project Manager. Utilising my knowledge of creative operations and project management, I consistently deliver innovative solutions, develop effective digital strategies, and execute impactful marketing initiatives. With a natural aptitude for efficient budget and resource management, I meticulously plan content, oversee end-to-end project delivery, and effectively manage websites and apps. Through my involvement in launching localised apps and website relaunches, I have acquired valuable proficiency in diverse creative operations. These experiences have shaped me into a seasoned professional, equipped with effective leadership abilities and the ability to collaborate effectively with diverse teams and stakeholders at all levels. Leveraging my native-level fluency in both English and Mandarin, I facilitate seamless communication, foster strong connections, enable successful collaboration with international stakeholders, navigate diverse cultural landscapes, and consistently achieve exceptional outcomes.

BRANDS WORKED WITH

- Future
- Clique Brands
- Harrods
- Farfetch
- HOKI
- A Day Media Limited
- Marie Claire
- KOJEN English Language School

Experience

● Client Success Director

Future | Oct 2022 - Now

Led commercial partnerships and creative productions for renowned media brands at Future. Oversaw a diverse range of projects, including high-profile photoshoots, events, and video productions. Demonstrated exceptional expertise in project and campaign management, ensuring flawless execution from initial conception to successful completion.

Managed budgets and resources efficiently to optimise profitability and achieve commercial goals across these diverse initiatives. Utilised strategic planning and financial acumen to drive successful outcomes.

Contributed to the creation and strategy of packaging concepts in media plans aligned with client objectives, KPIs, and buying requirements, delivering impactful campaigns that resonated with the target audience.

Provided guidance and leadership to junior team members, streamlining processes and introducing best practices to enhance productivity and mitigate bottlenecks. Fostered a collaborative environment that promoted growth and innovation.



● Client Services Manager - Who What Wear

Clique Brands | Jan 2021 - Oct 2022

- Manage all commercial activations for Who What Wear UK. Collaborate with Sales, Integrated Marketing, and Branded Content teams to develop strategic media plans based on advertiser objectives, budgets, and client goals. Responsible for building media plans that range across scalable budgets across all channels, ensuring alignment with client objectives, KPIs, buying requirements, and industry trends.

- Maintain a thorough understanding of Who What Wear's business offerings, rate cards, site capabilities, and marketplace dynamics. Oversee rate cards and budgets to optimise profitability and deliver commercial goals.

- Evaluate previous campaign success, make recommendations for future programmes, and provide valuable input on media topics.

- Manage client requests, plan changes, budget adjustments, and provide

timely marketplace and site information.

- Generate Insertions Orders, ensure up-to-date financial and legal documentation, and collaborate with Ad Operations for seamless campaign execution.

- Oversee end-to-end campaign operations, including native/branded content, display media, email, social elements, and experiential content.

- Handle post-campaign processes, such as creating decks, participating in client calls and shoots, producing branded content, and ensuring accurate profit P&L management.

- Utilise project management tools to schedule, monitor, and coordinate custom campaign elements. Lead creative and production processes, including securing resources and day-to-day creative operations for all commercial projects.

- Monitor production budget to stay within profitable margins and prepare final reports, wrap decks, and maintain meticulous financial records upon campaign completion.

- Resolve billing issues with Finance and Ad Operations teams and collaborate closely with internal departments (Sales, Integrated Marketing, Branded Content, Influencer, Design, Editorial, and Ad Operations) for seamless campaign execution.

- **Digital Project Manager**

Harrods | Aug 2019 - Jan 2021

- Manage various projects on Harrods.com, including playing a pivotal role in the website relaunch in 2020, encompassing both BAU and brand partnerships. Oversee workflows for the digital and content teams, executing initiatives to introduce new website functionalities and enhancements.

- Work closely with various departments and stakeholders at all levels, including Creative, Content, Editorial, IT, Trade, SEO, Affiliates and Paid Social, Media Solutions, Marcomms, and UX. Serve as a communications liaison, ensuring projects met business requirements and were delivered in a timely manner.

- Manage creative briefing processes to support the omni-channel strategy at Harrods, leading new project kick-offs and resource planning. Own and lead website brand partnership projects, ensuring successful media solutions activations and partnerships.

- Collaborate with cross-functional teams to ensure seamless project execution, foster effective communication and collaboration.



- **Acting Project Manager**

Farfetch | Apr 2018 - Aug 2019

- Project manager for the exclusive localised APP. Liaising between the global creative team and the local marketing team to secure BAU content operation, including content calendar planning, seasonal campaign projects, leading communications and supervising creative direction.

- Overseeing creative assets to implement local commercial demands in tandem with the global branding strategy, leading up to and after the app's launch, supporting international marketing campaigns and seeing it grow to account for 8.5% of Farfetch's total daily sales.

Education & Training

2016 - 2017 ● **University of the Arts London**
Master of Arts - MA,

2012 - 2015 ● **Fu Jen Catholic University**
Bachelor of Science - BS,

