



Roxie Hudson

Marketing Manager

📍 London, UK

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Languages

English

About

I am a creative, results focused marketing specialist, with a thorough understanding of social media, content marketing, consumer engagement & community building strategies. I have over 6 years of marketing experience with a proven ability to drive sales & increase brand awareness. I excel in leading projects from initial concept to completion, including large scale brand events & campaigns.

BRANDS WORKED WITH

Pro:Direct Sport

PUMA

Experience



● Strategic Account Marketing Manager UKI

PUMA | Jun 2021 - Now

- Developing & delivering best-in-class campaigns for strategic retailer ASOS & high street accounts. Campaigns include touchpoints across commercial, brand, social media, partnerships & talent activation.
- Managing two direct reports.
- Evolving strategy & plans aimed to elevate the brand, driving awareness, engagement & conversion.
- Evaluating & analysing all marketing efforts, identifying key learnings & best practice for future planning.
- Aligning all marketing plans to the yearly trade budget.



● Sportstyle Marketing Account Manager

PUMA | Mar 2019 - Jun 2021

- Managing 360 seasonal campaigns from initial pitch to in-market execution across a variety of channels (product launches, brand storytelling, consumer activations & events) for accounts such as Office, Schuh, Selfridges, END, 18Montrose, Harrods & Footasylum.
- Generating relationships with third-party agencies, media, ambassadors & influencers, ensuring PUMA works with the best in class, most creative & disruptive partners.
 - Optimizing processes to ensure campaigns are executed to strategy, time & budget.
 - Driving retail presence in key doors, implementing brand guidelines & elevate how consumers experience PUMA.



● Sportstyle Marketing Executive

PUMA | Mar 2017 - Mar 2019

- Planning & delivering marketing campaigns for Office, Schuh, Selfridges & Life Style Sports.
- Briefing production agencies to create brand assets & events.



● Brand Communications Executive

Pro:Direct Sport | Nov 2014 - Mar 2017

- Managing the preparation of engaging campaigns that drive growth & revenue across 4 websites.
- Presenting proposals to brands such as Nike, Vans, Lacoste, New Balance & PUMA.
 - Analysing & collecting data to monitor the success of campaigns.



● Retail Coordinator

Pro:Direct Sport | Jul 2013 - Nov 2014



● Customer Services Advisor

Pro:Direct Sport | Jun 2011 - Jul 2013

(Part-time whilst studying).

