




Ali Sheer

Freelance Creative Marketer

 Godalming, UK

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Links

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Languages

English (Native)

About

I have been working in marketing for nearly ten years with particular experience in the beauty industry and more recently in conservation. I have a wide understanding of marketing practices with special focus on creative marketing. My broad marketing background has allowed me to work across campaign launches, copywriting, PR, visual merchandising, content creation, activation and prop styling. Beautiful, considered and consistent content has always been a red thread through all of my work.

I particularly love copywriting and designing inspiring spaces.

I offer a variety of services including:

- Brand strategy and alignment
- Copywriting and editing
- Content creation (including visuals)
- Social media support
- Email support
- Website support
- PR support - outreach, influencer relationship building and press releases
- Prop styling, shoot and set support (pre-production)
- Event management

BRANDS WORKED WITH

Charlotte Tilbury Beauty

L'OCCITANE en Provence

Molton Brown, Kao

University Arts

Experience

● Freelance Marketing & Creative

| Nov 2019 - Now

Clients have included: Space for Giants, Rhea Thierstein, Lizzie Harper, Nespresso, Anya Hindmarch, Growthcap Impact Invest, Hortons England, The Salon, S I N K Studio

Website content creation, proofreading and editing

Overarching website management (new pages, layouts on Squarespace and Shopify)

Social media management (including finding content and writing copy)

Newsletter design, content creation and management

Strategy management

Studio management support

Design assistant to artist

Floristry and flower installations

Photoshoot assistant

Set design, event coordination

● Brand Marketing Manager, Trade

Molton Brown, Kao | Mar 2018 - Nov 2019

Brands

Managing representation of the brand and campaigns across Third Party environment overseeing POS, print, graphics, packaging, and props

Recruited and worked with creative brand ambassadors such as perfumers and artists to provide exciting engagement moments for our customers via eventing and content production

Asset management for campaigns

Worked cross functionally to maximise and manage store opportunities (second sites, pop-ups, additional space, customer events)

Manage local marketing opportunities across all UK & IE outlets including eventing and instore support as well as partnership opportunities

Work closely with the Digital Manager to maximise opportunities across websites and social media

Manage key relationships across stores as well as digital (John Lewis, House of Fraser, Fenwick, Independents, The Hut Group, Fabled, QVC)

Present products sell-in and strategy to all partners (approx. four times

a year)

Present new product and strategy to counter manager and outlet staff

Pursue and support external relationships to build brand within the industry (CEW, Copra Org, Latest in Beauty, Brand Alley)

Work with our PR agency on brand campaigns, running events and briefing press releases

Organised and hosted marketing customer-facing events (including external events such as Glamour Beauty Festival)

- **Marketing Manager (Maternity Cover)**

University Arts | Jun 2017 - Mar 2018



- **Marketing Manager**

Charlotte Tilbury Beauty | Dec 2016 - May 2017



- **Assistant Marketing Manager**

L'OCCITANE en Provence | Nov 2013 - Dec 2016



- **PR, Marketing, Merchandising Admin Assistant – Whistles**

L'OCCITANE en Provence | Apr 2012 - May 2013