



Emma Fouracre

Head of Marketing

📍 London, UK

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Languages

English (Native)

About

A well-rounded Senior Marketeer with over 12 years' experience and a hard-commercial edge. Excels working in fast paced environments and enjoys stakeholder management at all levels. Has embraced change and growth of responsibilities in every role. Specialist in B2C marketing for retail and events with a passion for British brands.

BRANDS WORKED WITH

Ann Summers

Evans Cycles

The Baby Show

The National Wedding Show

Ubm

Experience



● Marketing Operations Lead (Head of Marketing Ops)

Ann Summers | Feb 2018 - Now

- Delivering seamless channel execution of all trading activity & product launches
- Owner of the business wide activity calendar
- Responsible for marketing budget
- Leader and mentor to a team of 5 across VM, Brand and Trading
- Delivered over 2.2m revenue in one season for a new product launch through multi-channel activation including store events, email curation, social, press and media support.
- Working collaboratively with Regional Retail Managers to develop commercial strategy to drive more footfall, ATV and loyalty in UK & Ireland
- Launched new process for Visual Merchandise campaign cascades in stores which reduced costs, re-built trust between HO and retail teams and to enabled store staff to make localised decisions on layout whilst keeping to brand guidelines.
- Delivering average £30k a week in email revenue as interim Senior CRM Manager.
- Working with wholesale teams to deliver brand consistent execution of POS, product and service across arcadia OUTFIT stores.
- Presenting back to board level all local marketing activity plans and strategy from conception to delivery to ensure full buy in and support.
- Supporting Buying and Merchandise teams by creating content to launch new category product like swimwear and fashion bodies to drive new consideration and purchase behavior.
- Agency manager for Press, Socials and Influencers. Signing off weekly schedules, setting the long term KPIs and monitoring SLAs.



● Senior Marketing Manager

Evans Cycles | Apr 2014 - Feb 2018

- Monthly reporting directly to CEO on CRM and data for business
- Delivered strategy and implemented new email programs which drove additional £1m revenue
- Developed a content strategy to embrace data segmentation and succeeding in data acquisition growth of 5%
- Managed all key brand partnerships including British Cycling Association and RideLondon driving acquisition which was proven to positively impacted brand awareness
- Worked with external creative agency and internal design studio to deliver tool kit for every campaign
- Management for Brand Ambassador, Sir Chris Hoy
- Delivered key events and projects with the PR agency
- Set PPC strategy and KPIs which delivered revenue of £30k in its first quarter
- Launched a new own-brand complete with unique website (Kalf.co.uk) and seasonal campaign photography shoots. The launch season achieved additional 50k turnover in first season
- Led the marketing function during a re-platform for ecommerce site to Hybris.
- Managed data through GDPR resubscription process and secured 70%

of data into contactable addresses worth over £3million per annum to business.

-SEO long form content project & partnership to raise awareness of benefits of cycling with British Heart Foundation delivered over 80k views and £10k direct return on investment

-Outdoor advertising brief through Mindshare delivered proven increase in footfall to local stores



- **Event Marketing Manager**

The National Wedding Show | Aug 2013 - Mar 2014

- Negotiated and fulfilled the brand & media partnerships with BareMinerals, Cosmopolitan, Brides Magazine

-Secured out of home advertising across the underground network to deliver 5% increase in footfall for the events

-Found new supplier for the exhibition guides which resulted in saving £5k per event and switching to a process to allow sponsorship to fund the guides

-Sign off models for the catwalk and responsible for the education programme timetable

-Securing celebrities and influencers to attend the event through the press team



- **Event Marketing Manager**

The Baby Show | Sep 2011 - Aug 2013

- **B2B Event Marketing Executive**

Ubm | Oct 2010 - Sep 2011

Faversham House Group.

- **B2B Event Marketing Executive**

| Mar 2008 - Oct 2010