



Camilla Craven

Fractional CMO, Marketing Consultant & Advisor

📍 London, UK

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Languages

English (Native)

About

Brand, Marketing, Advocacy, Social Media & Communications expert and consultant. Client experience includes health & beauty, tech, fashion, lifestyle and food & drink; from pre-seed to fast-paced growth startups to established brands.

I am a dynamic and tenacious marketing and communications expert, with an aptitude for growing brands globally and thriving in rapidly scaling businesses, as well as an industry mentor, judge and speaker. I have a proven track record in local and global execution across multiple countries and over 40 brands.

My brand experience ranges from pre-Seed and Seed stage brands, through all Series funding, to blue-chip companies. I strategically guide, drive sustained growth and pivot brand direction where required, leveraging my expertise using supporting analytics, out-of-the-box thinking and relationship building. My approach is a blend of analytical, creative and charismatic firepower and pushing innovation for brand marketing and advocacy; this approach has led to 9 promotions in my 13-year career. A recent redundancy following an unsuccessful fundraise meant I got my opportunity to have a Consulting chapter, which is going incredibly well - but, I always have a small eye out for the perfect permanent role.

BRANDS WORKED WITH

- Benefit Cosmetics
- Charlotte Tilbury Beauty
- FaceGym
- Halpern
- Vashi

Experience

FRACTIONAL CMO, CONSULTANT & ADVISOR

| Nov 2022 - Now

FRACTIONAL CMO, CONSULTANT & ADVISOR Brand, Marketing, Advocacy, Social Media & Communications expert and consultant. Client experience includes health & beauty, tech, fashion, lifestyle and food & drink; from pre-seed to fast-paced growth startups to established brands. Clients include private clients, as well as consulting via THE BOARD, and mentor to SeedCamp founders.



BRAND & MARKETING DIRECTOR

FaceGym | Aug 2021 - Nov 2022

As one of a five-person senior leadership team, reporting into both the CEO & Founder, I oversaw all global brand strategy and creative development, and local marketing, as well as mentoring and dotted line management for campaigns to the Global Head of Digital.

BRAND MARKETING & COMMUNICATIONS DIRECTOR

Vashi | Jun 2020 - Aug 2021

I oversaw global brand strategy, brand marketing (including media & VM), brand communications, social media, PR, advocacy (including all organic and paid influencer activity), VIP and events.



GLOBAL DIRECTOR OF COMMS, SOCIAL & ADVOCACY

Charlotte Tilbury Beauty | Jan 2017 - Oct 2020

I oversaw all communications including social media, influencer marketing, PR, corporate communications, advocacy (including community management & pro artistry communications), partnerships and events, on both a global and local level. I also helped lead marketing whilst there was no Global Marketing Director.



HEAD OF PR, INFLUENCER MARKETING & EVENTS

Benefit Cosmetics | Oct 2015 - Jan 2017

After only six months at Benefit, I was promoted to oversee PR, social advocacy, influencer marketing, partnerships, promotions, and events, alongside leading a team of nine and two external agencies.



● **ASSOCIATE DIRECTOR**

Halpern | Aug 2010 - Oct 2015

During my time at Halpern, I advanced at a rapid pace to Associate Director, including overseeing all business development. My client experience was focused on beauty and wellbeing, but also included retail, fashion, culture, travel, and F&B.