



Katie Duncan

Senior Comms Management - Brand Strategy | PR | Marketing | Influencer

London, UK

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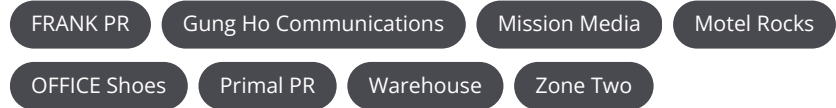
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About

Experienced marketing & communications specialist with a demonstrated history of working in the public relations and communications industry, with a particularly strong background in fashion. Skilled in 360 campaign development and execution, client management, new business acquisition, events, media relations and team management.

BRANDS WORKED WITH



Experience



● PR & Marketing Manager

Zone Two | Apr 2019 - May 2023

Managing an in-house marketing and PR department at a key UK wholesale fashion agency (men's, women's and childrenswear). This included overseeing marketing, PR, social media and VM. The role developed from a department manager pre-pandemic, into a key lead in the overall sales business.

Brand experience: Scotch & Soda, Sperry, Woolrich, Eastpak, Clae, Goorin Bros, OOF, Twinset, Run-Of, Le Bonnet, Psycho Bunny, Moleskine, OUT-HERE and Kent & Curwen

● Account Director

Gung Ho Communications | Apr 2015 - Mar 2019

With almost four years experience at this agency, starting with my role as Account Manager and servicing a primarily press office focused remit on accounts with a smaller team, this has grown into a more in-depth PR, Marketing & Influencer lead role as Account Director. As one of the longest running members of the team, I have been given the opportunity to implement processes, create change and growth, and improve many of the systems in place throughout this time. This has supported the development of an efficient team who are able to add value, constantly providing 'on the pulse' insights and counsel for clients in an adaptive and creative working environment.

Direct client portfolio:

Ellesse (UK and then also global remit), Cat Footwear (Caterpillar), Quay Australia, Happy Plugs, Lee Cooper, KEEN, Onepiece, Crew Clothing, Bench, JORDANLUCA (formerly Otto Dix), Clae, Red or Dead, OBEY Women's, We Are Waterloo (BID area), Juju Footwear and Rockport

● Press Officer

Motel Rocks | Oct 2013 - Apr 2015



● Fashion and Beauty Publicist

Mission Media | Jun 2011 - Oct 2013

Client Experience:

Beauty - Victoria's Secret, Umberto Giannini, Spa at Bluebird
Fashion - Amazon.co.uk
Travel - Sun Resorts

● Account Assistant

Primal PR | Jun 2011 - Jun 2011

Consumer Client Experience: Polaroid, Stabilo, various UK shopping centres, One Fashion Outlet
B2B Client Experience: TT Mobiles



- **PR Intern**

FRANK PR | Mar 2011 - Jun 2011

Consumer Client Experience: Honey Monster, Disney XD, Crown and Sadolin & Sandtex.
Fashion - Fashion Union, Footlocker, G-Shock, Long Tall Sally and Oris.



- **PR Intern**

Warehouse | Jan 2011 - Mar 2011

In House Press Office for a major high street retailer - Organising press days and liaising with guests, showroom appointments, press liason, sample control, coverage control, some showroom VM.



- **PR Intern**

OFFICE Shoes | Nov 2010 - Dec 2010

In House Press Office for a major high street retailer - Organising and attending press days, showroom appointments, press liason, sample control, some showroom VM.



- **Concession Manager/Supervisor**

OFFICE Shoes | Feb 2009 - Jul 2010

Managing a busy store and a team of up to seven.



- **Sales Assistant**

OFFICE Shoes | Mar 2008 - Feb 2009

Education & Training

2007 - 2010

- **Brunel University London**

Modern Drama Studies,