



Mark Briggs

Creative brand Executive

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Languages

English

About

I'm a seasoned retail professional with extensive experience in creative direction and marketing for top brands like Harrods, Saks Fifth Avenue, and Hudson's Bay Company. I excel in delivering impactful visual merchandising and customer experiences that drive sales and enhance brand identity.

BRANDS WORKED WITH

Mr. Mark Briggs Creative

KRW Consulting

Hudson's Bay Company

Saks Fifth Avenue

HARRODS LONDON

Harrods

Experience

● CHIEF CREATIVE OFFICER

Mr. Mark Briggs Creative | Jul 2023 - Now

A freelance creative whose portfolio covers retail / leisure / customer experience fields. Please visit my LinkedIn profile or www.mrmarkbriggs.com to view my recent work.



● CONSULTANT

KRW Consulting | Jan 2019 - Jun 2023

A marketing agency specializing in brand partnerships and delivering unique customer experiences. Working on a range of projects including:

- Fifth Avenue Associations Holidays campaign. Design & installation of impactful Christmas windows for vacant stores on Fifth Avenue to encourage the holiday spirit for consumers.
- New York Botanical Gardens' – GLOW Holiday concept and experience, transforming the gardens into a destination for consumers to visit after nightfall.

● EXECUTIVE VICE PRESIDENT, CENTRE OF CREATIVE EXCELLENCE

Hudson's Bay Company | Jan 2016 - Jan 2018

- Responsible for the vision and delivery of all creative output for the HBC family [including: Saks, Saks off 5th, Lord & Taylor, and Hudson Bay Canada].
- Forged the creative vision and worked with each brands marketing teams to deliver the executions, through carefully formulated marketing strategies and activation calendars.
- Continuously communicated the company visions and values to inspire and energise the teams.
- Provided insights and implemented changes in response to consumer and competitor analysis.



● EXECUTIVE VICE PRESIDENT, CHIEF MARKETING & CREATIVE OFFICER

Saks Fifth Avenue | Jan 2014 - Jan 2016

- Redefined the brand identity. Delivered highly integrated campaigns adding theatre and experience to the brand.

PROFESSIONAL EXPERIENCE CONTINUED

- 'Glam Gardens' – initiated a ground breaking campaign monetizing window space with iconic brands such as Chanel & Christian Dior. Working under one creative theme, brands invested to be showcased in Saks Fifth Avenue windows. Generating media sales revenues of \$2.5m+.
- Partner Programs – initiated & negotiated significant sponsorship from Mastercard & Disney for major branded events over Holiday seasons. Gained licensing rights for exclusive products driving retail sales with unique product offerings.

● STORE IMAGE DIRECTOR

HARRODS LONDON | Jan 2007 - Jan 2014

- Tasked to restructure the creative department, with a focus on delivering quality, superlative visual retail experiences.
- Devised the entire Store Image vision, managing a series of teams for ultimate delivery: Visual Merchandising, Creative, Publishing and Marketing & PR.
- Formed a strategic and commercial marketing calendar, the framework for all the store image activity, with invigorating campaigns funded by partner brands.
- Initiated the 'World of Chanel' – a store first; whereby the entire Brompton Road storefront was accommodated by one brand, resulting in revenue increase of £1 .8m p/w. Generated global PR coverage of £1 0m.
- Developed lucrative partnership strategies e.g. Swarovski to create the concept: 'A Crystal Christmas at Harrods' reported in the press as 'The best Christmas windows in the world'.

● VISUAL MERCHANDISING & CREATIVE DIRECTOR

Harrods | Jan 2001 - Jan 2007

- Responsible for the delivery of all Harrods creative collateral ensuring consistency and seamless integration across all teams to support business objectives.
- Governed creative budgets according to business targets and strategies and provided guided budget priorities and cost savings.
- Devised restructure that brought specialist skills such as Packaging and Publishing in-house.

● VISUAL MERCHANDISING DIRECTOR

Harrods | Jan 1996 - Jan 2001

- Overhauled existing department of 80 people.
- Reorganised the budget with a strong focus on return on investment. Reduced expenditure and increased sales.