



# Kenny To

Press Manager at Louis Vuitton

London, UK

[Portfolio file](#)

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Languages

English (Native)

Cantonese (Work Proficiency)

Mandarin (Basic)

## About

A thorough and results driven marketing & communications professional with over 10 years' experience in fashion and lifestyle sectors. Strategic luxury brand building is at the heart of everything I do, layered with commercial thinking. I excel in increasing brand awareness, delivering global influencer campaigns, reputation management and negotiating strategic partnerships. Words typically used to describe my work ethic would be can-do attitude, pragmatic, optimistic and forward thinking.

### BRANDS WORKED WITH

- BOTTLETOP
- Hunter Boot Ltd
- Karla Otto
- Louis Vuitton
- Oliver Sweeney
- Ted Baker
- #TOGETHERBAND

## Experience



### ● Press Manager

Louis Vuitton | Jul 2023 - Now



### ● Senior Account Director

Karla Otto | Sep 2021 - Jul 2023

Ami, ARKET, At.Kollektive, D'ACCORI, Hublot, Mach & Mach, RIMOWA

Past clients/projects: Annabel's, Del Core, Fiorucci, Maserati, Pandora & Istanbul Fashion Week



### ● PR & Marketing Manager

BOTTLETOP | Dec 2019 - Sep 2021



### ● PR & Marketing Manager

#TOGETHERBAND | Dec 2019 - Sep 2021

Working in a team of 3, we manage worldwide communications of DTC brands BOTTLETOP & #TOGETHERBAND, promoting sustainable products and campaigns through print, digital and social media in UK, USA, APAC and Middle East. Most recently, we launched a global fundraiser to fight COVID-19 and support the advancement of the global goals. In addition we introduced partnerships with Klarna and My Wardrobe HQ as well as launched in Selfridge & Co and John Lewis nationwide.

Successfully negotiated and on-boarded celebrities and influencers to support nonprofit campaign, #TOGETHERBAND. In addition to participating, the team and I identify potential media opportunities to promote the brand through interviews, Q&As, social campaigns etc. whilst amplifying content creation through paid social and VIP's own social channel(s).

Other responsibilities include market research, brand marketing to drive footfall online & in-store, identifying brand partnerships and growth opportunities, sourcing ambassadors, product placement in media and VIPs, profiling company spokespeople, build & pitch compelling and emotion-led campaigns, analyse risk and benefits of external partnerships and ambassadors and work in partnership with other charities & grassroots organisations to scale up and increase brand awareness.



### ● Assistant PR Manager

Ted Baker | Jan 2018 - Dec 2019

I led and executed global brand PR strategy for UK/EMEIA/ROW working in sync with North America and APAC in-house teams. Primary objective was to increase brand awareness in media and influencers. I worked collaboratively with marketing, social, creative, buying & merchandising,

design, e-commerce and content to ensure all campaigns delivered were omni-channel and created impact to the end consumer through a variety of touch points.

I managed a team of 4 working across 26 markets handling day to day press office activity, local activations & events, leading global influencer & VIP campaigns, multi-market budget management, analysis of campaigns and ROI, managing PR & VIP agencies and retail/franchise partners, project launch plans, translations, distributing go-to-market assets including press releases and campaign imagery, brand and key spokespeople feature and Q&A placements globally, crisis management, press day & event management and local market visits.

- **PR Manager**

Hunter Boot Ltd | Mar 2016 - Jan 2018

My responsibilities included handling global communications from London, managing international PR & VIP agencies, writing and distributing press releases, sample ordering and management, influencer marketing, VIP dressing, news stories and product pitches for the brand, Creative Director and CEO. I managed a team of two to secure maximum coverage globally with the help of international offices and agencies through pro-active contact with editors and freelance editors, reporting into the Head of PR and Brand Director.



- **Account Manager**

Karla Otto | Sep 2011 - Oct 2015

Throughout my 4 years at Karla Otto, I was promoted three times from PR Assistant to Account Manager. My client roster included: 7 For All Mankind, Canali, Dsquared2 and YOOX NET-A-PORTER Group; across all my clients I covered menswear, womenswear, childrenswear, homeware for the UK & international markets.

Day-to-day responsibilities included client liaison, writing and distributing press releases, VIP dressing, event/fashion show management, story pitching and assisting on large feature placements as well as sample movement, price/image requests etc. I managed three coordinators alongside two interns to secure and maximise coverage for all my clients across print and digital platforms.

Previous clients: Gianvito Rossi & MARNI



- **PR & Marketing Assistant**

Oliver Sweeney | May 2011 - Sep 2011

Following a successful internship at Oliver Sweeney, I was offered a full time role back with the company as their PR & Marketing Assistant, directly reporting to the Head of Marketing & PR. My main responsibilities included communicating with press to secure coverage etc., writing and distributing press releases and bulletins, management and ordering of samples as well as other bureaucratic and admin duties associated with the role.

Alongside all of the above duties, I used photoshop to create POS, adverts and other creative signage necessary. Being such a small company that was recently restructured, it ensured I learnt a lot during my time with Oliver Sweeney.

## Education & Training

---

2007 - 2011

- **Nottingham Trent University**

BA (Hons) International Business,