



Francesca Boeri

Senior Content Manager | E-commerce strategy | Digital innovation | Social Media Marketing

📍 London, UK

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Languages

English (Fluent)

Italian (Native)

About

International professional with over 10 years of experience in London, Munich and Zurich. I have a deep understanding of the luxury market and a global vision of a luxury brand organization.

Challenge driven, I have proven strengths in e-commerce, content production, social media and marketing.

I am a team leader and an individual contributor who is highly organized, creative, detail and results oriented.

My specialties include: Digital Strategy, Marketing, Social Media, Innovation, Content Marketing, Creative, Copywriting and Analytics.

BRANDS WORKED WITH

AlOthman Fashion

IWC Schaffhausen

Julie Ann Murray Millinery

Liberty Ltd

mytheresa.com

Peter Pilotto

Experience



● Online & Digital Content Manager

IWC Schaffhausen | Jan 2020 - Now

- Responsible for developing creative and engaging content as well as driving brand growth and customer acquisition (reached 1 million target online sale first trimester FY20-21)
- Develop seasonal strategies that engage current customers, generate site traffic, increase conversion and complement overall marketing efforts and objectives
- Serve as content expert, maintaining a cutting edge understanding of best practices, features, strategies and tactics.
- Work closely with Head of E-commerce to implement updated brand vision and identity
- Support the launch of the Portugieser Collection on a new digital platform that combines new user experience including augmented reality, virtual reality and comprehensive product content (www.iwc.com/portugieser2020/en/site)
- Responsible for UX content and migration for the new IWC.com website powered by YNAP (to be launched Sep 2020)
- Demonstrated ability to juggle multiple projects, learn new skills quickly and work towards ambitious deadlines



● Senior Digital Content & Social Media Manager

AlOthman Fashion | May 2017 - Dec 2019

the56. is a global fashion first: a by-invitation-only platform dedicated exclusively to the world's most glamorous gowns.

the56. is the home of the show-stopping and the spotlight seeking. Our team of highly experienced specialists seek out rare and exclusive pieces of unique craftsmanship, dazzling artisanship and couture level refinement: pieces that have routinely gone straight from the catwalks of Paris, London and New York to the red carpet, not all of which even make it to a store.

Key Responsibilities:



- Developed an effective Content and Marketing Strategy for all collections and product launches, social media platforms and internal communication
- Managed the brand's online and social media presence
- Serve as the social media expert within the company, maintaining a cutting edge understanding of best practices, features, strategies and tactics
- Developed seasonal strategies that acquire new customers/followers, engage current customers, generate site traffic, increase conversion and complement overall marketing efforts and objectives
- Delivered the voice of the brand
- Directed the creation of editorial/content assets for the56.com
- Revamped the56.'s website by leading and creating a new aesthetic of the e-commerce imagery
- Managed a team of freelancers in London and Kuwait for the56.'s shoots
- Set up a photography studio in Kuwait and created an ecommerce shooting process for AIOthman Outlet

● Fashion Copy Editor/Freelance

mytheresa.com | Jan 2013 - Apr 2017

Fashion Copy Editor who supported the creative team for mytheresa.com as one of the world's leading online retailers for women's luxury fashion, based in Munich, Germany. Working with over 180 of the most important designer collections, including Balenciaga, Saint Laurent, Miu Miu and Valentino.

Key Responsibilities

- Responsible for the italian editorial content across the website/reflected the aims, values, house style of mytheres.com
 - Maintaining corporate style, editorial guidelines and publishing requirements
 - Communicating trends to clients
 - Ensuring compliance to lead times for fashion media
 - Writing of creative copy and product content across a variety of luxury fashion brands
 - Subediting of creative copy and product content across a variety of luxury fashion brands
- see less

● International PR Assistant

Peter Pilotto | Sep 2011 - Sep 2012

Peter Pilotto and Christopher De Vos comprise the dynamic design team behind Pilotto's successful namesake label. Launched in 2007, the British based brand is now sold in over 49 countries and is stocked by luxury retailers such as Net a Porter, Dover Street Market, mytheresa.com and Liberty.

Key Responsibilities

- Organizing photo shoots with the designers for Elle UK, Vogue UK, Vogue USA
 - Daily communication with editors, journalists, stylists
 - Organizing press clippings and press packs, monitored product placement in publications
 - Online marketing-created and updating Peter Pilotto official Facebook page on a daily basis to promote the brand
 - Organizing and attending the fashion shows at London Fashion Week (2011-2012)
- see less

● Showroom Assistant

Liberty Ltd | Nov 2010 - Jun 2011

● Press & Fashion Assistant

Julie Ann Murray Millinery | Jun 2010 - Sep 2010

