



# Catherine Fulwood

Freelance Marketing Consultant

London, UK

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## Links

[LinkedIn](#) [Instagram](#)

## Languages

Spanish (Basic)

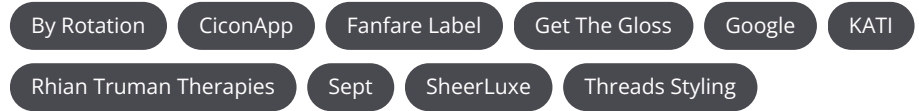
English (Native)

French (Basic)

## About

Innovative and goal-driven, equally comfortable working independently with clients or leading projects across a wider team. I look to learn and grow in all aspects of my life, ideally pushing myself outside my comfort zone and pursuing new challenges. An experienced mentor.

### BRANDS WORKED WITH



## Experience



### ● FREELANCE MARKETING CONSULTANT

KATI | Feb 2020 - Now

Launched a London based freelance marketing and business development consultancy specializing in early stage tech and creative start-ups. My focus is on securing revenue generating partnerships and finding real opportunities to commercialize businesses.



### ● Commercial Projects Manager

Get The Gloss | Jul 2020 - May 2022

Get The Gloss is the UK's leading authority in beauty and health. I am responsible for:

- Project managing the Get the Gloss Beauty & Wellness Awards
- Testing new revenue streams including virtual events and masterclasses with our book of experts and brands.
- Securing commercial and advertising partnerships, and overseeing the full end to end process.
- Leading the migration of the Get the Gloss website to a new platform.
- Contributing to editorial content, by writing product reviews as well as trialing new treatments.

### ● Head of Partnerships

Sept | Oct 2021 - Jun 2022

SEPT a fashion platform that personalizes online shopping for the user. I am responsible for:

- Pitching to and onboarding new brands.
- Working with micro influencers to drive user growth.
- Securing beneficial partnerships with like minded brands for cross marketing, promotion and user growth.
- Advising on digital and social marketing strategies.



### ● Head of Partnerships

By Rotation | Feb 2020 - Jan 2022

By Rotation is the UK's largest peer to peer fashion rental app. I was responsible for:

- Pitching to and onboarding all brands and VIP clients.
- Running and scaling initiatives to grow and engage our community.
- Implementing internal processes and creating documentation to streamline the rental process.
- Working cross functionally with other freelancers, as well as the founder and managing the workflow of the studio intern.
- Securing beneficial partnerships with like minded brands for cross marketing, promotion and user growth.



### ● Solutions Consultant

Google | Jan 2013 - Feb 2020

I worked closely with media and creative agencies to help them project manage and implement complex display campaigns with an emphasis on dynamic and programmatic creative work. My key tasks, projects and

accomplishments included:

Partnering with sales leaders, providing technical and functional needs assessments for the onboarding of prospective clients.

Managing relationships with key agencies and advertisers providing high-touch, solutions-oriented technical services.

Project managing the resolution of technical client issues sent to specialists.

Acting as a senior contact assisting internal teams as a point of escalation for any product issues, liaising across functions within Google to manage client expectations and provide reasonable and timely resolutions.

Managing critical projects internally, such as migrating our EMEA team from a legacy ticketing solution to a more streamlined solution. This involved promoting the product, submitting and prioritising feature requests, defining tracking to receive insightful reporting, team training, ensuring client tiering accuracy and defining our menu of services.

Active membership of the social committee for off-sites and social events across EMEA, working with internal and external stakeholders, adhering to strict budgets and timelines, collecting feedback to improve future events.

Formulating use cases to submit to product engineering teams to enable feature activation for our top clients, including new reporting functionality, in product performance improvements and influencing and testing future product releases.

Testing features (both alpha & beta) with top tier clients, and providing product managers with extensive feedback.

Constant client innovation, inspiring through creative sessions and workshops with agencies (both media and creative) and advertiser stakeholders to surface solutions and creative strategies to match business needs. Led to EMEA first custom solution campaigns, such as running a creative utilizing Google Maps + Dynamic Creative programmatically through dv360, which improved click through rate by 200 per cent vs a key competitor, and resulted in the migration of all dynamic creative running through Google.

Nominated for Unsung Hero of the Year Award by Starcom Mediavest at the IPA Media Owner Awards in 2014 Marketing Executive, Johnson & Johnson Consumer UK - Maidenhead - July 2006 to July 2007 As part of my degree I undertook a year-long placement at Johnson and Johnson. I worked in marketing as part of the brand team supporting Neutrogena in the UK.



● Google | Mar 2010 - Feb 2020



● **Account Manager**

Google | Mar 2010 - Dec 2012

As an account manager at Google on the UKI B2C Vertical team, I was responsible for a book of 40 large clients who advertised through Google Ads. My responsibilities included the following:

Day to day client support involving: ad approvals, billing support, and issues concerned with management of the account.

An expert resource for clients regarding new product launches.

Hosting QBRs with top tier clients to establish relationships and review campaign performance, as well as leading weekly status calls to ensure clients were satisfied with their accounts and subsequent business growth.

Taking ownership of hitting revenue targets and formulating action plans to recoup deficit/drive surplus, with the aim of driving revenue growth across the portfolio.

An expert across all Google products including Ads, YouTube & Analytics across Mobile, Social, Search and Display, and managing ongoing training of customers in these tools.

Proactively pitching cross product solutions utilizing a range of Google products; a notable achievement being winning a £200k per quarter pitch YouTube solution (Trueview In Stream & Pre-Roll) to go alongside a large TV campaign, for our top Storage client.



## ● Advertising Manager

SheerLuxe | May 2022 - May 2023

SheerLuxe is one of the UK's leading online fashion and lifestyle publishers. A cooler, in-the-know friend, updating readers with news, views, edits and opinions on all things relevant and desirable for the modern woman, from fashion and beauty to careers and travel. I am responsible for:

- Securing commercial and advertising partnerships with brands ranging from fashion to beauty to travel and more.

- Liaising with editorial, content and design teams to execute campaigns.

- Leading the set up and management of advertising campaigns from conception to delivery.

- Hitting and exceeding quarterly sales targets.



## ● Consultant

Fanfare Label | Jul 2021 - Jul 2023

Fanfare Label is an award-winning sustainable fashion house leading the way for circularity and positive change. I am responsible for:

- Working with micro influencers to drive user growth.

- Securing beneficial partnerships with like minded brands for cross marketing, promotion and user growth.

- Advising on digital and social marketing strategies.



## ● Consultant

CiconApp | Dec 2022 - Jun 2023

CICON App is a circular wardrobe concierge, connecting you with a network of trusted service providers to care for your luxury items. CICON users can easily arrange care, repair, rent, resell, and trace the environmental impact of their wardrobe all in one place.

## ● Consultant

Rhian Truman Therapies | Apr 2022 - Sep 2023

Rhian Truman Therapies is a Notting Hill based facialist, I was employed on short term consultancy to:

- Onboarding beauty brands to drive affiliate revenue

- Implementing an email marketing strategy

- Consulting on post client service

- Implementing and communicating price increases

- Hiring a social media manager



## ● Account Director

Threads Styling | Aug 2023 - Now