



Michalis Zodiatis

Head of Communications,
DREST

📍 London, UK

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Languages

- English (Fluent)
- French (Native)
- Greek (Native)
- Spanish (Basic)

About

A results-oriented communications and brand marketing professional known for strategic thinking, creativity, and unwavering reliability. Demonstrates exceptional attention to detail and possesses strong interpersonal and leadership capabilities. Proficient in English, French and Modern Greek, with a basic understanding of Spanish.

Equipped with extensive expertise in global media and digital environments, complemented by a track record of successfully implementing intricate strategies, managing media relations, and orchestrating impactful campaigns and events.

BRANDS WORKED WITH

- British Fashion Council
- Dazed Media
- DREST
- JANE CARR
- TOTEM FASHION PARIS

Experience

● Head of Communications

DREST | Jul 2022 - Now

Leading the implementation of communication and brand marketing strategies across key markets, my key business function is to establish and grow the DREST brand amongst consumer media, the fashion, tech and gaming industries, and the fast-growing global community.

Key skills include Brand Communication, PR Strategy, Corporate Communications, Consumer Communications, C-Level Media Briefings, Media Relations and Special Editorial Projects and Collaborations

● Head of Communications

British Fashion Council | Mar 2020 - May 2022

Directed the comprehensive planning and execution of the global communication strategy for the organisation, its events, and initiatives, overseeing a team of 12 under three verticals: press office, brand marketing, and digital communications.

Developed and executed comprehensive communication plans and critical paths, ensuring the attainment of KPIs and ROI targets.

Directed successful campaigns and messaging across all British Fashion Council platforms, spanning social media, email marketing, and press coverage.

Cultivated strong relationships with Editors-in-Chief and Senior Editors both domestically and internationally to secure coverage.

Collaborated closely with the Commercial Director to achieve partner KPIs and develop innovative campaigns, such as The Fashion Awards presented by TikTok and the Changemakers Prize in partnership with Swarovski.

Planned, executed, and delivered major digital and physical events, including London Fashion Week, The Fashion Awards, and the Institute of Positive Fashion Forum.

Supervised talent and influencer strategies for all campaigns, encompassing the BFC Podcast, London Fashion Week social takeovers, and The Fashion Awards talent selections.

Managed BFC Ambassadors Programs, executing activations with David Beckham and Priyanka Chopra Jonas; established Ambassador Programmes in the UK, as well as South Korea and China
Directed corporate communications, including corporate social responsibility and diversity equity & inclusion strategy.

Oversaw media management for key leadership figures: briefed Chair and Chief Executive on messaging, proactively pitched and secured stories in business and broadcast news outlets to enhance their profiles.

Managed the onboarding and oversight of external agencies and consultants.

- **Senior Communications Manager**

British Fashion Council | Jan 2015 - Feb 2020

Led the creation and implementation of global communication strategies for key initiatives and events, while managing a team of four and multiple external agencies.

Led the media and brand communications strategy for London Fashion Week, driving its full digitization for June and September 2020.

Collaborated with Buckingham Palace on a number of projects including the visit of HRH Queen Elizabeth II to London Fashion Week and the launch of an Award in her name.

Oversaw event and guest list planning for all VVIP activations held at Downing Street, Buckingham Palace, and St James's Palace amongst others.

Executed consumer PR campaigns for all events and business support initiatives, leveraging optimal story angles and maintaining daily contact with senior editors to secure features and news stories.

Formulated strategic press plans, resulting in secured coverage in both UK and international outlets, including long-lead, short-lead, and digital channels.

Managed the International Guest Programme for London Fashion Week, targeting international senior editors and influencers, negotiating coverage, and facilitating their visits to London.



- **Press Officer**

JANE CARR | Feb 2013 - Dec 2014

Directed the press office, executing press campaigns to maximise awareness and sales.

Established seasonal product launch press strategy and handled all editorial requests.

Established and maintained relationships with editors and stylists.

Wrote press releases, show invitations, created look books, and updated all social media accounts.



- **Marketing Assistant**

Dazed Media | Sep 2012 - Nov 2012

- **PR Assistant**

TOTEM FASHION PARIS | Aug 2010 - Aug 2011

Education & Training

2011 - 2012 ● **Queen Mary University of London**

Master of Science (M.Sc.),

2008 - 2011 ● **Université Côte d'Azur**

Bachelor's degree,