



# Jade Harvey

Performance | Digital | Growth  
| ex-PANGAIA

📍 London, UK

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## Languages

Spanish (Basic)

## About

I'm both a creative and an analytical marketer who uses data-driven insights to drive brand awareness and direct to consumer sales for brands. Though I work on all aspects of performance marketing, activities; growth marketing is my greatest strength. I have grown awareness, customers and revenue across various different avenues and platforms. I enjoy growing companies — both on the demand side (user growth and acquisition) and on the retention side. I hold over 10 years of Performance Marketing and Growth experience on the global level across many different DTC brands. My industry strengths include: fashion and beauty (brands, e-commerce, retailers), performance marketing, acquisition and retention, lifestyle brands, loyalty programs and subscription models, and social media platforms. I manage all elements of brand marketing, creative and marketing strategy, performance, e-commerce, analytics, email marketing and CRM, content marketing, influencer marketing, partnerships, merchandising, product marketing and development, and more.

### BRANDS WORKED WITH

- AllBright
- Arcadia Group Ltd
- Bionda Castana
- Collagerie
- Detox Kitchen
- Dorothy Perkins, Arcadia Ltd
- Eym Naturals
- Orlebar Brown
- Otiumberg Limited
- PANGAIA
- Panini Brasil Bliss Magazine
- Paul Smith JAPAN
- TALA

## Experience



### ● Head of Performance

TALA | May 2022 - Now

Implemented a Growth Strategy across acquisition and retention within the business, including setting tangible goals, creating a budget and selecting ideal channels. Successfully launched Paid Social, Email & CRM, SMS, Influencer Marketing and SEO. Main Responsibilities;

- Conceiving of, selling in, and executing the growth marketing and related website strategy across the business from the tactical to the moonshot
- Owning, optimising, tracking and reporting customer behaviour through the full funnel of acquisition and conversion
- Setting and continuously revisiting the strategy for customer acquisition and retention across the various brand touch points
- Managing the digital / paid marketing, CRM, and organic social teams and supporting management of web development agency, paid social, search agencies
- Supporting in the selection and management of apps such as recommendations engine, referrals, lead attribution etc
- Support the leadership team with the setting and monitoring of departmental budgets



### ● Global Senior Performance Marketing Manager

PANGAIA | Sep 2020 - May 2022

Key stand out moments throughout my time at PANGAIA:

- First Performance Manager within the business taking the channels from 0 to 100
- Increased ROAS by +71% and decreased CPA -33% in Q1 / Q2
- Improved efficiency across social and search with CTR +17% and CPC -39%
- Developed structure and recruited current team with expansion over time
- Led 2021 strategy with expansion channels (Pinterest, TikTok, YouTube, Display, Affiliates and SEO onboarding)
- Launched 95 new products / concepts / innovations during my time
- Definition and delivery of budgets for paid digital channels globally
- Developed structure and recruited current team
- Launched first global brand awareness campaign leading the digital

creative requirements

- Leading integration and adoption of new media attribution partner
- Developing multi-channel customer journeys with CRM team
- Leading data-layer implementation for data warehouse
- Owning organic search optimisations through technical SEO and content roadmap
- Enabled exclusive BETA access to launches across TikTok (3rd shopping partner in the world), Facebook (Shopping Commerce Exclusive) and Snapchat AR lenses
- Supported strategy team through forecasting, investor rounds and long-term modelling



### ● **COLLAGERIE Growth Consultant**

Collagerie | Jan 2020 - Aug 2021

Implemented a Paid Media strategy that drove growth within the business, including setting tangible goals, creating a budget and selecting ideal channels.. Successfully launched Paid Social and CRM programmes to drive retention and acquisition on site. Main Responsibilities;

- Managing the strategy and day to day optimisations of Paid Social Accounts (FB & IG) and Reporting
- Building Growth plans to achieve yearly targets
- Budgeting and forecasting based on customer acquisition



### ● **Performance Marketing Consultant**

Bionda Castana | Oct 2020 - Jul 2021

Main Responsibilities;

- Strategic build of digital roadmap
- Managing the day to day optimisations of Paid Social Accounts (FB & IG)
- Expansion within wider market
- Creative feedback and opportunities

### ● **Performance Marketing Consultant**

Eym Naturals | Jul 2020 - Jul 2021

Main Responsibilities;

- Strategic planning of digital and offline marketing
- Managing the day to day optimisations of Paid Social Accounts (FB & IG) and Paid Search (Google Shopping & Generics)
- Expansion within wider market
- Creative feedback and opportunities



### ● **Performance Marketing Consultant**

Detox Kitchen | Feb 2020 - Nov 2020

Main Responsibilities;

- Managing the day to day optimisations of Paid Social Accounts (FB & IG) and Paid Search (Google Shopping & Generics)
- Expansion within wider market
- Creative feedback and opportunities



### ● **Growth Consultant**

AllBright | Feb 2020 - Oct 2020

AllBright is an offline and online platform for women to connect and upskill their careers. I joined pre COVID where our aim was to take a physical business online through the difficult time. The scope of my role and achievements include:

- Building and launching an app and online subscription in 3 months (UK, US, AU, HK and Singapore)
- Driving £100k of online subscriptions in the first month by working closely with the organic team
- Driving 75% new customer run rate through Q2 & Q3
- Leading on day-to-day planning and delivery of the digital strategy.
- Re-launch of website with a content focus to allow the business to pivot
- Creative management across all paid and organic social teams driving follower growth by +35% over Q1 & Q2

### ● **Growth Consultant**

Otiumberg Limited | Dec 2018 - Nov 2020

Implemented a Paid Media strategy that drove growth within the business, including setting tangible goals, creating a budget, and selecting ideal channels and vendor partners. Successfully launched the affiliate and CRM programmes to drive retention and acquisition on site. Main Responsibilities;

- Managing the strategy and day to day optimisations of Paid Social Accounts (FB & IG), Paid Search (Google Shopping & Generics) and Affiliates (Partners / CPA's, etc)
- Building Growth plans to achieve yearly targets
- Budgeting and forecasting based on customer acquisition



## ● Digital Acquisition Manager

Orlebar Brown | Oct 2018 - Sep 2020

During my time at Orlebar Brown the company was acquired by Chanel which was an exciting time for the brand. During this time the strategy adapted, and I was able to achieve the results set out for 2019. I was responsible for customer acquisition via all online channels, globally supporting e commerce and retail, ensuring that the customer experience is seamless. Working alongside customer retention team to ensure we deliver customer loyalty through onsite optimisations. Amplify the customer journey alongside marketing to ensure upper funnel activity sits alongside digital launches.

- In 2019 I grew new customer demand by +21% YoY, from focussing on full price new customer acquisition which grew by +32% YoY.
- Overall demand grew by 36% with new customer demand attributing to 34% of total demand for the year
- I achieved this by leading digital planning sessions with marketing and ecommerce teams alongside external agencies to support trade and achieve marketing objectives.
- Managing the online marketing agencies to ensure campaigns are on track; weekly meetings to ensure improvements and actions are to drive incremental sales, improve ROI and reflect latest trends in industry.
- Day to day management of all aspects of campaign development globally
- Overseeing UGC and identify ways to drive further exposure onsite and in marketing channels.
- Managing paid social internally and building all campaigns whilst working alongside the owner of the business to achieve dedicated aesthetic of the brand
- Awareness of digital multichannel marketing trends and what the competition is doing in the space.
- Launching a new website for United Arab Emirates with full digital support ran by myself 3 years 3 months



## ● Digital and Marketing Executive

Paul Smith JAPAN | Apr 2017 - Sep 2018

The digital marketing team at Paul Smith consisted of four channel specialists with assistant support. I was responsible for acquisition and retention globally with agency support. The scope of my role and achievements include: Digital Channels

- Weekly, monthly and yearly forecasting of channel targets
- Manage channel mix to deliver Ecommerce target
- Lead weekly performance updates with internal and external stakeholders, initiate actions from learnings
- Utilise BI and partner data sources to identify factors influencing channel and overall performance
- Lead channel development and project prioritisation, deliver learnings from A/B and inference testing, day to day campaign media optimisation, drive forward initiatives to improve consumer experience across media and onsite
- Collaborate with in-house and agency stakeholders to deliver channel acquisition targets
- Define media campaign flight dates to align with marketing calendar
- Present business objectives to key internal and agency stakeholders
- Manage external relationships from technology provider to agency partner
- Share campaigns, results and findings to the wider business
- Oversee execution of wholesale digital activity and campaigns



## ● Digital Product Marketing Executive

Paul Smith JAPAN | Jul 2016 - Sep 2018

Brand, Social & Content

- Define Digital asset requirements
- Plan objectives with in-house team across both brand and performance goals
- Own platform relationships to identify beneficial products for the business
- Define audience automation segments to align with campaign KPI's
- Develop brand and commercial content plans with wider teams
- Gather secondary success indicators from offline attribution and brand lift studies
- Oversee global influencer campaign

## ● Digital Marketing Assisant

| Jul 2013 - May 2015

From my time working here I progressed very quickly and I was in charge of the social media and marketing department within one year. I used all social media platforms, liaised with clients, bloggers and affiliates. My management skills from working in retail came in good use as I quickly had to run a team of 6 people. I organised and styled photo shoots along with assisting on them on a daily basis. I ran press events for the brand and dedicated a lot of my time to making the brand better known via our PR Company. I'm was also in charge of marketing events along with our weekly and monthly newsletters to customers and affiliates. Through working with a small online retailer I gained many skills quickly as I had a lot more opportunities than I would have in a larger organisation.

## ● Brand Manager

Arcadia Group Ltd | Jan 2013 - Jul 2013

I moved to Outfit as a Brand manager after working as a supervisor for over 6 years. The experience I gained from working in a retail environment was priceless and something I will never forget. I helped set up and launch the store opening of this particular Outfit branch and managed a team to achieve this. The whole experience was great to be apart of and to further develop my team working skills. I was completely in charge of my own brand and making sure I was generating a profit week in week out. This experienced further developed my visual merchandising, customer service and management skills. I enjoyed the challenge of working in a retail environment of constantly trying to hit targets and improve customer's perceptions on the brand. From working in retail I have gained skills that I will take with me for life.

## ● Social Media Intern

| Jun 2012 - Aug 2012

magazine. It was an insight into the real world of fashion and a great experience to have had. It was a hugely creative role which required lots of input. Responsibilities included updating social media, creating and uploading visual content for the website on a daily basis. This job required me to work daily/weekly on PhotoShop, Mail Chimp, Word, HootSuite, Google Mail.

## ● Intern

Panini Brasil Bliss Magazine | Jul 2011 - Aug 2011

Over the two months I was there I was; Transcribing, Research, VoxPops, Creating ideas for features, Creating questions for interviews, Contributing magazine content. The whole experience was very enjoyable and helped to give an insight into the magazine industry. The team at Bliss were very welcoming, they praised my work and took an interest in me by asking about my degree and job aspirations. Everyday I would check the newspapers for relevant stories and also sorted the post. After this I would be given different tasks throughout the day, such as transcribing interviews with celebrities, going into the local area to retrieve voxpops, researching for future features and creating question for the quizzes and interviews that are included in the magazine. I gained a lot of confidence during this placement as I was given some challenging tasks. It also helped me identify what kind of stories magazines are looking for and how they turn these into possible feature ideas for the future. They invested time into arranging tasks for me to do, and offering advice when

it was needed. They extended this offer after my placement was finished, saying I should contact them if I ever need advice or a reference, and also that they would be happy to have me back for work experience.

- **Retail Supervisor**

Dorothy Perkins, Arcadia Ltd | Nov 2006 - Dec 2012

From leaving school to completing university I worked my way up to become a Retail Supervisor. I loved learning new skills that would help me develop further within the company. I can successfully run and manage a store and team of up to 25 people. From working with customers I have learned to deal with various different members of the public to a high standard. I also undertook weekly paperwork, cash management, visual merchandising and fully understanding how a retail business operates.