



Finn Sullivan

National Brand Manager & Digital Marketer – Public Library Showroom & PR Agency

London, UK

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Languages

English (Fluent)

About

I am an experienced brand manager and digital marketer, having worked for both digital agencies and direct clients in the last few years across multiple different brands.

My most recent role was working as a brand manager at Public Library Showroom & PR Agency who specialises in key account management, PR events, and showroom representation for fashion and lifestyle brands. Brands within my portfolio included Brixton, Haydenshapes Surfboards, Octopus, House of Ballet, Rivvia Projects and Playboy apparel. My skills in brand management, wholesale operations, and effective communication have helped me succeed in sales growth for these brands, maintaining key account relationships, and building a solid brand reputation with the New Zealand market.

I also have experience as an Email Marketing Manager and Strategy Manager within the online E-commerce marketplace. Having worked in both roles at Glass Elephant - E-commerce Agency I was responsible for managing an internal team of junior designers and copywriters to create personalised and dynamic email experiences across the customer lifecycle for multiple different brands. As well as leading strategy on behalf of the client in all forms of digital marketing such as social media, email, website development, content creation, branding, creative briefs and campaign management.

I'm a passionate person who enjoys working in a creative environment to achieve personal and professional growth. I'm now seeking new challenges and opportunities where I can apply my experience and knowledge to make a significant impact and further my career.

BRANDS WORKED WITH

- Backdoor Surf Shop
- Glass Elephant – Ecommerce Growth Engineering Firm
- Public Library Showroom & PR
- Rip Curl
- Ruapehu Alpine Lifts (RAL Ltd)

Experience

- National Brand Manager**
 Public Library Showroom & PR | Feb 2022 - Jun 2023
- Email Marketing Manager**
 Glass Elephant – Ecommerce Growth Engineering Firm | Jun 2021 - Feb 2022
- Strategy Manager**
 Glass Elephant – Ecommerce Growth Engineering Firm | Sep 2020 - Jun 2021
- National Account Sales Manager**
 Rip Curl | Nov 2019 - Jul 2020
- Marketing Coordinator**
 Ruapehu Alpine Lifts (RAL Ltd) | May 2019 - Nov 2019
- Retail Assistant**
 Backdoor Surf Shop | Mar 2018 - Jan 2019



I worked part-time at Backdoor surf store as a retail assistant. I learned valuable customer service and sales skills such as cash handling, operating the till and stock take. While also developing my communication skills to relate to customers needs and the ability to work as part of a team.

Education & Training

2015 - 2017 ● University of Otago
Bachelor of Arts - BA,