



Dilini Murray

Manager Content Marketing at
PVH | TOMMY HILFIGER &
CALVIN KLEIN

📍 40 Düsseldorf, Germany

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Languages

German (Native)

English (Fluent)

Spanish (Basic)

French (Basic)

Sinhala (Fluent)

About

Experienced and professional Marketing Manager with 8+ years experience in leading marketing projects from conception to completion, including high-quality content productions for premium fashion brands, social media and influencer campaigns as well as events. Excellent ability to communicate with influencers, clients, partners and consumers.

BRANDS WORKED WITH

Arvato Supply Chain Solutions

Esprit

PVH Holdings GmbH (Tommy Hilfiger & Calvin Klein)

VHV Versicherungen

Volkswagen Nutzfahrzeuge AG

Experience

● Manager Content Marketing

- PVH Holdings GmbH (Tommy Hilfiger & Calvin Klein) | Sep 2021 - Now
- Conception, planning and implementation of target group-specific marketing campaigns for wholesale partners (Zalando, About You, etc.) for onsite and offsite (paid media) placements
- Management, responsibility and execution of all content productions incl. post-production and campaign evaluation
- Creation, maintenance and further development of content formats and advertising according to CI
- Responsibility for content needs analysis and its strategic direction
- Checking the success of the campaigns as well as the produced content and its continuous improvement
- Cooperation global head office and and management of external service providers and agencies



● Social Media & Influencer Manager

- Esprit | Apr 2019 - Jun 2021
- Development of a global social media & influencer marketing strategy and creative campaigns for the brand Esprit
- Execution of influencer campaigns, incl. relationship management
- Responsibility for Esprits main social media channels (Instagram, Facebook, TikTok, Twitter), editorial planning, developing and posting inspiring content, evaluating success
- Identify and build relationships with prominent influencers and thought leaders
- Creation of social media dashboards (Sprinklr) to analyze all relevant social media KPIs
- Identification and evaluation of trends in the social media & influencer environment



● Community-Manager

- Esprit | Oct 2017 - Mar 2019
- Set-up, development and support of the social customer service on all Esprit social media channels
- Responsibility for crisis communication on all Esprit social media channels: identification, finding solutions and managing a crisis situation
- Development and support of user-generated content activities to increase the word-of-mouth of the Esprit brand



● Social Media Manager

- Arvato Supply Chain Solutions | Dec 2016 - Sep 2017
- professional & disciplinary leadership of the social media team Esprit (6 FTEs) incl. training and further development



- **Quality Specialist & Editor/ Social Media Specialist**

Arvato Supply Chain Solutions | Nov 2014 - Nov 2016

- social media supervision and expansion of the communication quality of the Esprit brand

- **Product Marketing**

Volkswagen Nutzfahrzeuge AG | Mar 2012 - Feb 2013

1-year internship



- **Online Marketing**

VHV Versicherungen | Jul 2011 - Jan 2012

3-month internship and 3-month working student position

Education & Training

2007 - 2014

- **Stiftung Universität Hildesheim**

Magister Artium (M.A.), Applied Linguistics, Business Administration, Psychology