



Amy Richardson

Senior Manager/ Head of Beauty Project Management at Burberry

London, UK

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Languages

English (Native)

About

15 years of experience working within creative delivery/operations – most notably for a global luxury brand.

I previously headed up Beauty Project Management at Burberry, autonomously running, building and growing the product category in partnership with the Creative Director. A truly holistic role, I owned the delivery of the brand’s creative expression of Beauty through Global TV Campaigns, Events and POS, the launch of the Burberry Beauty Instagram channel, digital innovation partnerships and Product/ Packaging design, overseeing all briefs through to final delivery.

I love working as part of a team and bringing people together to create brilliant work that is cohesive, authentic and on-brand.

I'm the linchpin between Production, Marketing, Creative, Agency and Client, singlehandedly holding together senior stakeholders through complex projects, key milestones and creative/ strategic unlocks. My role involves daily collaboration and negotiation with all teams so they encompass a shared vision, ensuring we deliver creative which is both on-brand but also meets commercial requirements.

My leadership style is supportive, approachable, open and collaborative. I have an excellent understanding of creative process and the ability to manage and influence senior stakeholders.

I'm a solid, trusted and respected partner to creative teams, ensuring creative processes are always upheld and optimised. I have experience in scaling teams to deliver and pride myself on being diligently organised, super detail orientated and a strong forward planner. I constantly evaluate priorities, resource, timings, process, structure and briefs to ensure creatives are fully supported, driving initiatives forwards positively whilst maintaining brand integrity and authenticity.

BRANDS WORKED WITH

- Burberry
- Code Computerlove
- VMLY&R

Experience



● Head of Beauty Project Management

Burberry | Jul 2019 - Feb 2022

- In strong partnership with the Creative Director, I ran the Burberry Beauty division within the Creative Media Department, overseeing all creative programs of work from briefing through to final delivery.
- Work-streams include; Content, Digital, Packaging, Product Design, Social and Events.
- Relationship management of COTY on all creative aspects of the partnership, as well as being the linchpin between Burberry Production, Brand Marketing and our COTY counterparts.
- Management of critical path for COTY’s ambitious 3-year launch plan – resource planning for the creative team across all elements of projects as well as forecasting freelancer budget required for the fiscal year.
- Ensuring COTY briefs are clear and have the right information ahead of the creative team starting work – including identifying any discrepancies or facilitating key strategic unlocks to ensure alignment on approach from the outset.
- Encourage and drive cross-functional collaboration and thinking between teams, ensuring the right team members are involved at the right points.
- Ensure that all teams encompass a shared vision and have a deep understanding of requirements, timings and creative/ marketing strategy.

- Excellent project leadership skills to get to the core of briefs and to bring clarity on next steps across a significant volume of work.
- Represent creative in meetings, to minimise time spent in meetings by creative.
- Manage and prepare the agenda for creative reviews with the Chief Creative Officer – ensuring feedback/challenges/ risks are addressed.
- Partner with the Beauty Licensing team to resolve any changes to the Marketing calendar or to negotiate on resolving requests that work for both parties.
- Partner with Burberry Social and Creative to successfully maintain the Burberry Beauty Instagram platform.
- Ratify deliverables with Creative teams whilst also ensuring that contractual deliverables are addressed or challenged where necessary.
- Diplomatic resolution of challenges, where all parties feel satisfied with the outcome.
- Line management to Project Manager running Product/Graphics project delivery.
- Line management to Social Producer running content delivery for Burberry Beauty Instagram.

● Senior Project Manager

Burberry | Jun 2017 - Jul 2019

● Project Manager

Burberry | Oct 2013 - Jun 2017



● Senior Producer

VMLY&R | Jul 2009 - Oct 2013

- Lead Producer on the Colgate account, managing budgets up to £350,000. Scopes varied from HTML email builds and landing pages, to full responsive web-builds, microsites, Facebook pages and rich media campaigns.
- Often client facing and always leading client communication during the production phase, usually with several stakeholders in different time zones with different agenda's/ priorities.
- Experience of managing complex campaigns e.g. MaxWhite One, where we partnered with Elite Models to find the face of their campaign. Scope included building a new application that was localisable and mobile optimised, allowing users to vote for entries and upload photos of their smile via webcam, Facebook or desktop to enter the competition.
- Strong team player and natural collaborator, working very closely with an external film company to manage a 3-day video shoot for a Colgate Total campaign.

Previous experience includes working across the Xbox Free Live Weekend; a Global campaign localised across 23 different markets. I managed the development of the initial concept and visual art direction, to the video production, X-box dash creative and highly segmented email broadcasts.
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● Producer

Code Computerlove | Sep 2007 - Feb 2009

- Gained solid agency experience in managing projects, working across a number of accounts: HMV.com, TransPennine Express, Matalan and National Union of Students. Key responsibilities:
 - Developing and maintaining a positive working relationship with the client and project team
 - Understanding and communicating the vision of the project to manage expectations
 - Project planning (timescales, budget and resource)
 - Working closely with creative & technical teams to devise the best solution for the client
 - Updating all stakeholders with regular project status reports
 - Assisting the Client Services Director with new business pitches
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Education & Training

2002 - 2005 ● The University of Sheffield
2;1, BA English Literature