



Eleanor Searle

Brand & Marketing Consultant
— prev. KITRI, Victoria Beckham, Whistles, Topshop

📍 London, UK

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Languages

English (Native)

About

London and Margate based Fashion and Lifestyle Brand Marketing Consultant, specialising in end-to-end strategy development and creative projects for small businesses and startups. I have spent thirteen years honing my skills at some of Britain's most renowned contemporary, heritage and DTC fashion brands, including KITRI, Victoria Beckham, Whistles, Topshop and Jaeger. From intern to director, my broad range of skills and experience make me a bit of a rare commodity: an innovative brand and marketing strategist, compelling communicator, event manager, shoot producer, content creator, spreadsheet wrangler and compassionate mentor — all in one. I am passionate about empowering small brands and startups to fulfil their potential and hit the ground running! www.eleanorsearle.com

BRANDS WORKED WITH

Boutique 1 Group Llc

Cinta

Eleanor Searle

Jaeger

KITRI

Reiss

Topshop Topman

Victoria Beckham

WHISTLES

Experience

● Brand & Marketing Consultant

Eleanor Searle | Aug 2022 - Sep 2022

Eleanor Searle is a London and Margate based Fashion and Lifestyle Brand Marketing Consultant, specialising in strategy and creative for small businesses and startups.

● Brand Director (Consultancy)

Cinta | Jul 2022 - Sep 2022

Advising the Founder and Creative Director on brand and marketing strategy, production and process implementation, shoot production, CRM and social media strategy.



● Brand Manager

KITRI | Sep 2019 - Jul 2022

From planning strategy to full execution I owned the following areas independently, supporting the brand through the challenging Covid-19 pandemic:

- Brand and marketing strategy
- Email production (from concept to copywriting, graphic design and email build) for weekly newsletters and CRM flows
- Photography production and BTS content
- Lookbook design
- Event management (from intimate influencer dinners to larger scale parties)
- KITRI x Jessie Bush collaboration (shoot production, all communications and graphics)
- Pre-order model: communications and logistics
- Social media account and content management
- Influencer strategy
- Management of external PR team and digital/performance marketing agency
- Production and design of social advertising assets
- Creative project concepts and collection launches
- Reporting
- Budget management



● Retail and Wholesale Marketing Manager

Victoria Beckham | Aug 2018 - Sep 2019

Management of:

- UK retail marketing strategy and implementation
- VIC and clienteling strategy
- Event production
- Development of UK marketing partnerships Key projects: Dover Street

10 Year Anniversary signing event with Victoria, private London Fashion Week show screenings and VIC personal shopping events

● Marketing Manager

Boutique 1 Group Llc | May 2018 - Aug 2018

Management of:

- Online and Kings Road store communications including events, social media, content and emails, collateral and marketing materials
- GDPR compliance strategy
- Store level training programs for data capture and Loyalty
- Communications strategy for April's Cafe



● Marketing Manager (maternity cover)

WHISTLES | Jan 2017 - May 2018

Management of:

- Brand marketing and communications both offline and digital delivery, UK and International
- Retails and wholesale marketing campaigns and events
- Seasonal brand campaign shoot and film production
- Reporting results, KPI performance and in-store data compliance
- Branded marketing materials and packaging
- Budget management and distribution
- Communications coordinator and two graphic designers



● Senior Marketing Manager

Reiss | Oct 2015 - Jan 2017

Management of:

- Global marketing strategy development, incentives and events Markets overseen: UK, US, Hong Kong, Europe, Australia
- Concept development and management of biannual shopping campaigns and seasonal consumer events
- Reiss European store launch in Germany
- Brand partnerships and media relationships, nationally and globally
- Wholesale retailer activity and marketing relationships
- Collateral and marketing materials for UK and International sites
- Marketing Manager, Coordinator and Assistant

● Marketing Manager

Jaeger | Jan 2013 - Oct 2015

Management of:

- Loyalty Card Programme and CRM segmentation campaign via direct mail and email with a focus on acquisition, retention and reengaging lapsed customers
- Biannual 'Jaeger Journal' brand magazine production
- Retail marketing activity including store events and incentives
- Seasonal paid media and advertising campaign planning, scheduling and execution
- Design and production of branded marketing materials and packaging

Key projects and achievements:

- Targeted customer events and campaigns with Vogue, Alexandra Shulman, Sunday Times Style, Stylist, Tatler, Tate Britain and Liberty London Girl
- Advertising campaign photographed by David Bailey

● Brand Marketing Coordinator

Topshop Topman | Jan 2012 - Dec 2012

Fixed term contract coordinating brand projects supporting the NEWGEN ten year anniversary Key projects:

- NEWGEN/London Fashion Week campaigns – from pin badges in gum-ball machines to live printing with Canon
- Louise Gray for Topshop nationwide launch and VIP press event
- Topshop x Reclaim to Wear digital content campaign
- Student promotions and campus tours in UK and USA
- Charity partnership with ShelterBox – product development, POS promotion and digital content
- Management of brand music strategy including music licensing and clearance for digital media and London Fashion Week, in-store playlists and in-store live music



- Website and Marketing Assistant

WHISTLES | Aug 2009 - Dec 2011