



Sophie Kerr

Creative Ops Manager at Desmond & Dempsey

London, UK

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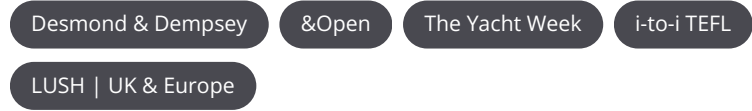
Languages

English (Native)

About

Experienced creative producer and marketing project manager, currently working at Desmond and Dempsey. Past experience in the luxury fashion, travel, and technology industries. Skilled in bringing together the creative and technical aspects of projects to build successful campaigns, events, and activations.

BRANDS WORKED WITH



Experience



● Creative Producer and Ops Manager

Desmond & Dempsey | Apr 2023 - Now

In my current role, I take the lead in making our marketing campaigns happen. I handle budgets, creative briefs, and talent, ensuring assets get delivered on time, every time. I work with cross-functional teams, acting as the bridge between product, commercial, and content to ensure campaign success.

● Social Media Manager

&Open | Oct 2021 - Apr 2023

I crafted and marketed engaging content across various platforms, from product demos to social-first videos. I helped ensure a successful launch of the company's core product and connected the dots between stakeholder teams to ensure an on-time launch. I also coordinated a company-wide beach clean-up initiative.

● Creative Copywriter

| Jan 2020 - Feb 2021

As a copywriter, I worked on product launches at Coca-Cola, announced new jewellery collections at ByPariah, and wrote in-depth technical product and social media copy for PANGAIA.



● Media Manager

The Yacht Week | Sep 2017 - Sep 2019

As the creative team and events manager, I led influencer partnerships and orchestrated brand activations with brands like GoPro and Spotify, injecting campaigns with new and experiential ideas. I also led the content pipeline, ensuring full coverage of live events and overseeing all social media output.



● English Teacher

i-to-i TEFL | Aug 2016 - Jan 2017

Taught English as a Foreign Language to grades 1, 2, and 3 in public and private schools across Vietnam. Contracted by Binh Minh Education.

● Sales Assistant & Visual Merchandiser

LUSH | UK & Europe | Jun 2014 - Dec 2017

As part of the sales team at Lush, I worked as brand ambassador delivering 5* customer service on the shop floor and specialising in spa treatments and skincare routines. I also managed the social media account for the Manchester (Trafford Centre) store & worked as part of the visual merchandising team for it's re-branding in 2017.

Other responsibilities included:

- Helping to train new team members in key competencies
- Organising & managing blogger's events
- Volunteering to host children's parties after-hours

Education & Training

2013 - 2016 ● **University of Sheffield**
Bachelor's Degree,

2010 - 2012 ● **Winstanley College**
Law,