



Andrew Martyniuk

Luxury & Jewellery Consultant - Marketing & Sales

📍 London, UK

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Languages

English

About

Andrew Martyniuk is a skilled communicator with an enviable black book containing all the key contacts in the UK jewellery, watch, lingerie and fashion industries. The strong relationships he has within these retail sectors were built up during a six-year tenure as commercial director at ITP Promedia, publisher of business-to-business magazines including Professional Jeweller, WatchPro and Lingerie Insight. During his time with the publisher, he worked with emerging and established brands and retailers on developing effective commercial strategies. He was also involved in launching, promoting and executing key events including the Professional Jeweller Hot 100 and the UK Lingerie Awards.

In 2016, Andrew set up his own company, Andrew Martyniuk London, to offer his skills to a wider cache of businesses on a freelance basis. He now works with a select group of companies, including SAND Diamonds, Kasun London and the British Academy of Jewellery, on a diverse range of projects, each targeted to improve corporate reputation, media reach and sales. He has brokered meetings for wholesale businesses with influential retailers, run PR campaigns, delivered rapid growth for brands on social media platforms, acted as a consultant to advise on business development challenges, and been an industry ambassador on behalf of brands.

BRANDS WORKED WITH

- Andrew Martyniuk London
- British Academy of Jewellery
- Hyve Group plc
- ITP Promedia- Professional Jeweller, WatchPro, Lingerie Insight
- Northcliffe Media
- The Jewellery Cut
- Visionary Creative Displays

Experience



● Consultant - Head of Jewellery, Pure London - Jewellery & Watch, Spring Fair

Hyve Group plc | Feb 2022 -

● Marketing Director

Visionary Creative Displays | May 2019 -

Since our launch in 2007, Visionary Creative Displays has excelled in offering the most advanced showcases, which display watches and jewellery to their best advantage.

Our high-quality vitrines are preferred by industry leaders in the UK, including retailers Pragnell and Wakefields Jewellers, brands Sarah Ho and Shaun Leane, and events The Jewellery Cut Live and SalonQP. What makes these companies choose us is not just our quality and advanced technology, but also our full turnkey service that takes all the hassle out of hiring cabinets.



● Founder and Commercial Director

The Jewellery Cut | Dec 2017 - Feb 2022

The Jewellery Cut was founded in 2018 as a fresh, positive voice in the British jewellery industry; a celebration of the very best this sparkling business has to offer. The Jewellery Cut strives to uncover and feature the most interesting people, influential trends, engaging stories, impressive collections and inspiring successes.

The exclusive content created for JewelleryCut.com (coming soon), aims to engage a new audience. Consumers now stream fashion shows created for industry buyers courtesy of glossy magazines, and anyone can look beyond the pristine jewellery store to the grimy workbench with a scroll of the thumb thanks to Instagram. Digital culture is blurring the lines between business and pleasure, and consumers are asking more questions about origin and provenance.

With this in mind, we believe there is scope for an omni-editorial platform for jewellery that delivers content intelligent and informative enough to serve those working within the industry, but that is also entertaining and educational so as to engage consumers. With all our stories focusing on only the brightest facets of the jewellery industry, JewelleryCut.com will be an inspirational blast of positivity for the trade and a trusted, illuminating resource for a new generation yet to discover the full scope of the jewellery offer in the UK.

The Jewellery Cut was founded by globally renowned jewellery journalist Rachael Taylor and highly sought-after industry consultant Andrew Martyniuk. Between them, they have nearly 20 years' experience working in the jewellery industry and have previously launched highly successful national publishing platforms, hosted large-scale events, consulted for major industry players, spearheaded corporate rebrands and developed unrivalled personal networks within the business.



● Business Consultant

British Academy of Jewellery | Sep 2016 - Oct 2018

Consulting and working on special projects for the British Academy of Jewellery and part of the recent rebrand of the Academy.

The British Academy of Jewellery is quite simply, unique. A big claim, yes, but behind that claim is the very heart of its reason for existence.

Founded in 1999 by a local Hatton Garden family-run business, we understand the needs of the industry because we are part of the industry.

What started off as a humble workshop below a family boutique has now flourished to become a hub of learning, ideas and creativity for the UK jewellery industry.

As a not-for-profit social enterprise, we work with industry, government and education partners to foster a network of support to help drive the growth of the UK jewellery industry.

Responding to trade's need for skilled craftsmen, we developed innovative jewellery programmes and apprenticeships designed to nurture technical savoir-faire as well as creative ability.

Our focus is to create the next generation of jewellers who possess the aptitude and ingenuity to carry the torch and shape the future of the jewellery industry.

Sticking firm to our roots, our London campuses are scattered across Hatton Garden, keeping close ties with the local trade. The vibrant area has many delights to be explored including Leather Lane and Exmouth Market, as well as being within walking distance from several major transport links.

We have now opened another campus in Birmingham's lively city, taking residence in the historic Assay Office where we offer diploma programmes, short courses and apprenticeships.

As we expand, we continue to work with other academic institutions from around the world to promote international collaboration, boost creativity and help us become an international centre of excellence for all things jewellery.

● Founder & Managing Director

Andrew Martyniuk London | May 2016 -

With over 12 years of expertise in luxury fashion sectors, my specialist media agency provides freelance sales support to a select group of titles, offering publishers the chance to benefit from exposure to our established network of clients and rich relationships across the jewellery, watches, lingerie and fashion industries.

We can also offer brands in these fashion businesses media buying services for both trade and consumer press as well as event planning, helping to ensure that marketing budgets are spent wisely and deliver maximum results tailored to current business strategies.

Each job that I take on gets my full attention and passion. Personally having a large and engaged social media following as well as huge network of contacts that I tap into to promote the companies I works with, and my eye for detail and business strategy has created measurable, tangible results for each client on my books. With expertise in media planning, PR and marketing, social media, relationship management and business development within the jewellery, watch and lingerie industries, I am in a unique position to assist any company with these sectors to launch in the UK or to strengthen or change its position.

● Group Head of Sales and Marketing

ITP Promedia- Professional Jeweller, WatchPro, Lingerie Insight | Sep 2010 - May 2016

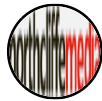
Promedia Ltd founded in 2010, is the London-based subsidiary of ITP which is the Middle East's premier magazine and digital publisher.

I joined Promedia at the launch of the business, the company had one magazine and two members of staff which means I am viewed by the company as one of the founders. The company now has over 15 market leading magazines, websites and events.

My role has evolved since 2010, from starting and managing one product on my own, to be tasked with the challenge of managing and launching multiple titles and events and managing and training new sales people that have come in to join the business. All of these products have quickly become market leaders in their respected sectors.

In my role I have learnt to be excellent at juggling multiple tasks and working under pressure. I have broad industry experience throughout multiple fashion sectors.

I have dealt with all of the advertising and sponsorships for our fashion focused market-leading business magazines, brands and events including Professional Jeweller, WatchPro, Lingerie Insight, UK Lingerie Awards and the Professional Jeweller Hot 100.



● Business Development Manager

Northcliffe Media | Jan 2007 - Dec 2010

My role at Northcliffe Media was working for the East Surrey and Sussex News and Media division.

My first job was to take on the Mole Valley area for the Dorking and Leatherhead Advertiser. I revitalised this edition of the Surrey Mirror. Increase client spends and bringing in new and lapsed business with immediate results. Relationship building and get out in front of businesses in the are was key to this.

In my final year I moved over to the Croydon office where I looked after the Sutton and Epsom area's and again had immediate results on increasing the revenue for the products I worked on.

Education & Training

1995 - 2000

● Coulsdon High

GCSE,