



Victoria Garbutt

Marketing generalist seeking a Marketing Manager or Brand Manager role | Volunteer Marketer

Corsham, UK

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Languages

English (Native)

German (Basic)

About

I have a wealth of experience in marketing using online and offline methods to build strategic cross-platform campaigns. I have delivered proven results in several different industries across food, fashion, stationery and beauty.

BRANDS WORKED WITH

- Collectif.co.uk Ltd
- HAYO'U LIMITED
- Naturally Social Ltd
- Oakhouse Foods
- ONE DIRECTION CLOTHING LTD
- Paperchase
- Piece of Heaven Project
- Sue Ryder
- Swarovski
- The Little House of Coffee
- Topshop Topman

Experience



Marketing Manager

Paperchase | Sep 2022 - Feb 2023

- Supporting the Head of Brand with developing and executing the brand strategy, taking ownership of the marketing strategy.
- Taking the lead on creating a calendar of campaigns that drive brand awareness and footfall to stores.
- Managing the media strategy and budget, booking and reporting on ATL and other media partnerships across seasonal and brand campaigns.
- Prioritising and monitoring the allocated budget to get the best results possible, whilst testing new activities.
- Actively seeking out customer insights and market trends to provide feedback to the business about potential opportunities for improvement and growth.
- Collaborating with the Design, Buying & Merchandising teams to understand the product strategy, identify opportunities and communicate plans.
- Management and guidance of the Social Media Manager and Marketing Executive.



Senior Retail Marketing Executive

Swarovski | Aug 2021 - Jul 2022

- Responsible for the execution of the local retail marketing strategy in line with the brand guidelines and market needs.
- Strengthening customer engagement and driving purchases and repurchases within the UK, Ireland & Nordics.
- Defining and delivering promotional strategy and instore seasonal launch events.
- Key local contact for the Go-To-Market, Global Pricing, CRM, Online.

Volunteer Marketer

Piece of Heaven Project | Jul 2021 - Jul 2022

- Volunteer marketing lead for a Canadian based animal sanctuary with a focus on social media and influencers.

Freelance Marketer

| Jan 2021 - Aug 2021

- Supporting a range of micro-influencers with social media best practice across a range of social media platforms.

Marketing Manager

HAYO'U LIMITED | Nov 2019 - Dec 2020

- Executing and implementing the company's marketing strategy and guiding the wider marketing team.
- Work with and provide all relevant information to two external PR firms based in Germany and London.
- Building processes for the marketing team and external contractors to improve efficiency.

- Manage the work and goals of a large number of outside contractors so they provide the quality work that reflects the brand within demanding timelines.
- Exceeded our monthly targets by 400% in Q2 2020.

● Social Media Executive

Naturally Social Ltd | Aug 2019 - Nov 2019

- Developing and executing communication and marketing campaigns across a variety of digital channels to achieve desired results, including raising brand awareness, connecting people and communities.
- Moderating and engaging with user-generated content in an appropriate way for each client, helping to grow brand awareness organically and strengthening online communities.
- Learning and understanding the difference in tone, brand and focus of different clients and tailoring social media and other relevant marketing content accordingly.

● Marketing Manager

ONE DIRECTION CLOTHING LTD | May 2018 - Jul 2019

- Creating and developing the company's promotional calendar resulting in a significant improvement in sales each season.
- Building our social media following by working on the tone, engagement and frequency of activity. Using Buffer and Hootsuite, I scheduled relevant content for all our social media channels, including Facebook, Twitter, Instagram and Pinterest. This resulted in an increase of nearly 30,000 followers across our social media accounts in less than 8 months.
- Organising upwards of six ecommerce and campaign photo shoots each season working around themes and events suited to our customer base in the UK and the US. This defined our story for the season and improved our branding.
- Identifying fashion bloggers for future collaborations and building our international and domestic influencer network.
- Sourcing and buying from complementary brands to maximise add-on sales and improving our website visibility.
- Promoted to the role of Marketing Manager after 6 months based on my results as Sales and Marketing Assistant.
- Supervising interns and supporting their creativity.

● Sales and Marketing Assistant

ONE DIRECTION CLOTHING LTD | Oct 2017 - May 2018

- Writing product descriptions, naming garments, press releases and updating our management software, Orderwise.
- Created interesting and engaging content for both brands' blogs on a weekly basis.
- Representing the brand at trade shows and events.



● Marketing Coordinator

Oakhouse Foods | Jun 2017 - Sep 2017

- Initially working as the Marketing Assistant, I was promoted to cover my line manager's role – responsibilities included overseeing the twice-yearly seasonal brochure launch. This involved liaising with several departments, coordinating the marketing team schedule and sourcing printers using a half-year budget of £200,000.
- I managed the timely and cost-effective production of all print material, for national and local marketing, analysing the performance of materials and proposing improvements for commercial benefit.



● Marketing Assistant

Oakhouse Foods | Jan 2015 - Jun 2017

- Part of the busy marketing team undertaking a range of duties including creative development of the WordPress Blog, copywriting, managing the SAP business software, supporting the management of the marketing budget, liaising with customers through social media platforms and providing general administrative support to the team.
- Managed a database of over 65,000 regular customers.
- The first point of contact for 23 franchisees throughout the UK, providing ongoing support to their marketing strategies.

- Supported the delivery of our most successful exhibitions in 2016, with a budget of £10,000.

● eCommerce Management Intern

Collectif.co.uk Ltd | Aug 2014 - Nov 2014

- I supported the Head of Marketing and PR with her daily activities. This included copywriting, composing monthly newsletters and blog entries, helping to organise events and selecting and sending out garments for PR purposes.
- Working within a small company afforded me a great deal of autonomy and responsibility in my tasks, for example overseeing all their social media platforms.
- I also gained a detailed understanding of the company's eCommerce system (Fashion Master), whether this had been to deal with stocktaking or the processing of orders or returns to support the retail team.
- This resulted in being offered a full-time job in the first six weeks of the internship.



● Assistant Manager

Sue Ryder | Mar 2013 - Jul 2014

- I supported the shop manager and area managers to run one of the County's most profitable shops. In addition, I confidently and successfully managed a large number of volunteers, job centre attendees and those on community service.
- Gained double our yearly profit in one financial year from £13,000 to over £26,000 through implementing new ideas, rotating and processing a higher level of stock, organising fundraising ideas and making key contacts with antique dealers and auction houses.
- Implemented targets with the area manager working towards and beyond KPIs and regularly was called upon to run numerous other shops in the area at short notice.

● Sales Assistant

Topshop Topman | Jun 2010 - Feb 2011

- Selected from over two hundred applicants for eight roles within one of Topshop's largest stores. I then became one of only four to be offered a full time job.
- I quickly worked through our staff-training book and I was recommended to stay and work up to management level.

● Manager

The Little House of Coffee | Feb 2006 - Jan 2013

Manager (March 2012 - January 2013) Barista (February 2006 - January 2013)

- As the manager, I worked with the new owners to completely rebrand the premises which included structural work, modernisation and the marketing. I also worked here during my gap year and when on holiday from university.
- Reduced our monthly bills by over £500 by researching alternative products or companies and talking with our long-time suppliers.
- I created a unique, professional logo that was used on all our packaging enabling the company to compete with high street chains in the area.