



# Troy Munns

Marketing Professional

📍 London, UK

[Portfolio file](#)

[View profile on Dweet](#)

## Languages

English

## About

Highly experienced executive with a history of devising sales/marketing strategies and building high performing teams to drive revenue growth across multiple regions. Demonstrative experience of devising and executing effective marketing plans, managing budgets, and leading dynamic teams to drive successful 360 marketing campaigns and brand activations. Demonstrated success in identifying process improvements and implementing strategic sales and marketing strategies to realize substantial revenue increases. Instrumental in conducting competitive analyses, summarizing key findings, and highlighting gaps/opportunities. Managing product development, advertising, planning, market research, and social media. Well-versed in customer acquisition and retention, brand development, and media communications. Strategic thinker, relationship builder, and problem-solver with ability to devise innovative strategies to drive business success in high-growth organisations.

### BRANDS WORKED WITH

- Amanda Wakeley
- ASOS
- oki-ni
- Puig
- SHORTLIST MEDIA
- Urban Outfitters

## Experience



### ● Head of Digital, Marketing and Communications

Puig | Jan 2018 - Jan 2022

I led a team of 8 and using data and insights to design a strategic consumer centric approach and creative execution of omnichannel communications strategies and annual and seasonal plans with a budget of £28m against targets of VMS, revenue, and PBT. Collaborate with global teams and retailers to drive in-store and online sales via retail-focused activations and partnerships. Develop and deliver weekly, monthly, and PCA reports, as well as presentations to global headquarters and brand GMs.

Design and steer 360 brand media campaigns supporting new launches and KCPS via AV, OOH, digital, social, and print to meet relevant media KPIs (SOV, SON, VTR, CTR).

Led the digital transformation of the business, changing the media SOI from 60% offline to 50/50 split and pivoted business from traditional PR toward a strategy focused on content, influence and partnerships.

Developed authentic and meaningful brand love activations to keep brands front of mind with target audiences and show the brand's purpose and storytelling.

Managed local brand DTC with the acquisition (SEM, SEO, Social), content, and CRM campaigns.

Mange agency relationships across PR, Media, Sampling and Influence

### ● Marketing/Digital/e-commerce (1 Year FTC)

Amanda Wakeley | Jan 2017 - Jan 2018

Created an annual Marketing and e-commerce budget approach (brand advertising, customer acquisition, and e-commerce), including regular reviews and reporting on ROI. Led business in the development and implementation of brand and acquisition marketing strategy and planning by collaborating with the Creative Director to transition the company from primarily the UK focus to an international focus. Created strategy implementation, developing internal teams and external agencies.

Enhanced sales by 30% YoY (650k in 2017) and 100% YoY growth in 2018 (target £1.2m).

Converted business into a 'Digital First' omnichannel enterprise.

Supported the Managing Director and board in key decisions on business strategy, e-commerce, and Marketing.

Designed and executed a customer acquisition strategy that includes SEO, PPC, affiliate marketing, social media, and online public relations.

## ● General Manager

oki-ni | Jan 2014 - Jan 2017

Spearheaded studio and fashion team to create visual and editorial content on-site, in print, and across social media channels, with an annual budget of £100k. Steered a budget of £200k for web activities. Headed new business partnerships in the UK and overseas with Marketplaces, editorial publications, and newly developed channels. Developed and led a team on a calendar of seasonal activity covering sales, peak periods, and brand availability. Identified new opportunities, including existing and new channels, and leveraged brand partnerships to ensure awareness and sales. Led warehouse team to streamline and optimize our delivery strategies as well as ensured customer contribution, whilst offering great deals to customers, and finding new shipping opportunities and new territories. Executed a series of events including press days and trips, and seasonal launch activities.

Directed day-to-day operations of the business to meet the revenue target of £9.8m (+29% YoY) in 2016 by leading activity in Marketing, e-commerce, logistics, and content.

Headed £1M marketing budget to drive acquisition and sales via digital (PPC, Affiliates, CRM, and social media), print, and PR/Partnership opportunities.

Enhanced customer experience and launched the new responsive site, directing e-commerce strategy and assisting e-commerce manager in achieving onsite conversions.

Designed and administered P&L for the business based on directives from the board and shareholders with a view to breakeven by end of 2016.

Examined performance of brands and categories and with data taken from the customer, delivered suggestions to board and team on recommendations for product selection, annual OTB is £2.5m.

## ● Head of Marketing (1 Year FTC)

SHORTLIST MEDIA | Jan 2013 - Jan 2014

Developed an effective plan to increase email subscribers to Mr. Hyde (100% growth in a year) and Emerald Street (40% growth in the year), whilst focusing on PR, awareness building, partnerships, and events. Evaluated previous practises as well as created and implemented marketing plans for Shortlist Media's five media titles, focusing on brand awareness and reader experience.

Improved Mr. Hyde's daily subscribers by 15% in three months, whilst enhancing Emerald Street by 16%.

Created a series of brand level activations working in partnership with Refuge, and Benefit Cosmetics



## ● Head of Multichannel Marketing

Urban Outfitters | Jan 2012 - Jan 2013

Headed a multichannel marketing team of 14 (7 direct reports) in the UK, FR, DE, and ROW, including PR, retail, digital, social media, and CRM teams. Spearheaded delivery of CRM, loyalty, welcome, and retention strategies. Co-operated with store marketing and purchasing teams to provide strong and localised marketing strategy as well as support store launches categories, and seasonal retail events. Managed community platform and social media channels balancing the need to trade site and delivered to customers and audience with unique insight into our brand's DNA.

Created multichannel marketing plans to boost sales, increase brand awareness, and acquire new customers globally by implementing annual marketing channel strategies based on customer data.

Allocated £7M marketing budget spread across all marketing activities, awareness, acquisition, and retention, meeting revenue of £35M with the target of £50M.

Drove maximum exposure of Urban Outfitters through sponsorship, events, and brand advertising by creating and deploying individual brand strategies across all territories.

Conducted analysis of channel metrics and recommended improvements to channel strategies and performance.



## ● Marketing Manager

ASOS | Jan 2009 - Jan 2011

Oversaw through-the-line campaigns, such as TV and event sponsorship, as well as press advertising, America's Next Top Model, Capital Radio, and press. Determined appropriate digital marketing opportunities, encompassing traditional advertising, digital formats or sponsorship, video, mobile, and alternative partnership ideas. Designed and implemented innovative social media strategy for a business alignment with retail and business priorities. Analysed analytics data to determine clear opportunities for growth and development, testing and formats evaluation, and channel growth. Established cross-channel campaigns for MW/WW to increase brand awareness, salience, and evangelism. Administered a team of seven marketing coordinators to cover all Marketing disciplines and manage a budget of £4.5M.

Designed marketing strategies and plans for the team related to ASOS' targets of £350m across brand awareness, digital marketing, and CRM.

Improved deliverability, open rates, click-through rates, and ROI of existing email communications strategy by segmenting a database based on value and attitude.

Managed a high-performing team of 6 covering all aspects of marketing

## **Education & Training**

---

- **The Open University**

Bachelor of Science in Marketing,

- **Milton Keynes College**

CIM Certificate in Marketing, CIM Advanced Certificate in Marketing,

- **London City Partners**

RSA NVQ – Customer Care (level 3),

- **JHP Training College**

RSA NVQ – Business Administration, IT, Bus Admin (Secretarial),

- **Paul's RC School**

9 GCSE's, 2 'A' Levels,