


Sioned Holloway

Online Marketing Manager

 London, UK

 Sioned is **Available to work**

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Work Preference

Location: Not looking to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Hourly Consulting, Permanent Positions

Skills

E-commerce (Intermediate)

Online Retail (Intermediate)

Market Planning (Intermediate)

Brand Management (Advanced)

Brand Marketing (Intermediate)

Photography (Intermediate)

Styling (Intermediate)

Retail Marketing (Intermediate)

Retail Category Management (Advanced)

Brand Development (Advanced)

Languages

English (Fluent)

About

BRANDS WORKED WITH

De Beers

Desl

Strong Sales

the Vintage Wholesale Store

the Vintage Wholesale Store / E-Vintage

Tymor.Seasons

Experience



● PRODUCT MARKETING & DESIGN ADMIN (CONTRACT)

De Beers | Jul 2022 - Now

Supporting team in Competitive Analysis, Market Research, New product development. Developed newskills ensuring regular maintenance of the product database and assortment mapping with all relevant information on the product ranges. Maintained constant alignment of classification and characteristics of all jewellery collections across SAP and Daily Warehouse to assure accuracy - using SKU creation process via PIMs.



● JUNIOR ACCOUNT MANAGER / OFFICE ADMIN

Strong Sales | Oct 2021 - Mar 2022

JEWELLERY & SORUKA HANDBAGS JUNIOR ACCOUNT MANAGER / OFFICE ADMIN. (TEMPORARY / CONTRACT) OCTOBER 2021 - MARCH 2022 Built strong relationship skills with current & new customers. General account management duties - Generating sales orders and invoices, communicating with customers and liaising with suppliers keeping track of delivery / order times. Built my administrative skills becoming computer literate and confident using the main office software programs. Required numerical and logical skills, good organisation skills, ability to plan, prioritise and work independently. Supported marketing activities like website maintenance and Social Media posting and helped out with order processing and Brexit related administration when needed. Picked and packed orders to be sent out to customers. Required skills knowing the product and what was trending.

● ONLINE SALES & MARKETING MANAGER

the Vintage Wholesale Store | Mar 2019 - Mar 2020

Managing a team of 5 people along with 5 successful online platforms. Set weekly sales targets for the team as well as weekly upload targets. Weekly team meetings held after receiving sales stats to monitor improvement. Weekly meetings held with owner of company to discuss cost figures and profit margins and developing plans to increase future sales. Developed excellent communication skills managing a team of people, keeping track of the progress of each individual.

● ONLINE E-COMMERCE ASSISTANT

the Vintage Wholesale Store / E-Vintage | Nov 2016 - Feb 2018

Created an online platform from scratch (Depop). Managed to increase followers from 0 - 57 k+ followers within my time at the company. Our brand (E-vintage) was in Depop's Best Sellers list, high worldwide ranking. Developed an identity for branding by arranging location lookbook photoshoots, as well as product photoshoots (Selling individual items). This involved picking product items and working within a team of people (photographers / videographers). Also involved skills in Adobe Creative Suite. Increased sales and became the most profitable online platforms within the company. Ensured consistency within customer satisfaction through regular quality control checks. Increasing social media interest (Instagram, Facebook, Pinterest) by creating promo videos, photoshoots/lookbooks, outfit builds. Creating scheduled posts, marketing plans and mood boards to keep trending on check.

● SALES & MARKETING MANAGER

Tymor.Seasons | Oct 2015 - Nov 2016

● SALES & MARKETING / BUSINESS CONSULTANT

Desl | Sep 2014 - Oct 2015

Increased understanding of Product Line Management, Critical Paths, Request for Development, Request for Quotation, Product Life Cycles, Production Process, Factory & Testing. Specialist in Adobe Illustrator Design Plug In - testing issues and ensuring efficiency of Plug-In product. Developed excellent communication skills by building business relations with international clients. Increased ability to reach set target and work under pressure managing workload of co-workers in order for deadlines to be met on time. Improved presentation skills by producing demonstrations of the software products to potential new customers.