



Caroline Moore

Brand Strategy, PR & Marketing & Account Director, agency side & in-house, both in the UK and internationally

📍 London, UK

✅ Caroline is **Available to work**

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Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments, Hourly Consulting, Permanent Positions

Skills

Sustainability Consulting (Intermediate)

Sustainable Business (Advanced)

Marketing Strategy (Advanced)

Creative Branding (Advanced)

Brand Ambassadorship (Advanced)

Brand Development (Advanced)

Languages

English (Fluent)

French (Basic)

Swahili (Basic)

About

BRANDS WORKED WITH

Kallaway

Penny Winter Studio

re-wrap

SOKO

Tribal Textiles

Ubuntu Life

Experience



● Design and Brand Development

Ubuntu Life | May 2021 - Now

Expand the sustainable product offering inline with international market trends and competitors. Building out a strong brand identity highlighting the importance of the positive impact to the local community, creating ethically produced collections, empowering the artisans and all stakeholders involved.



● Brand Consultant

Penny Winter Studio | Nov 2020 - Mar 2021

Building a brand and marketing strategy to launch a new menswear brand in Kenya – using bi product materials and focusing on local artisan production. Creating the brand identity through development of brand assets, website design and wireframe, product selection and launch.



● Head of Business development

re-wrap | Sep 2019 - Nov 2020

Working with organic cotton in a transparent supply chain, empowering Indian farmers and artisans by implementing ethical and sustainable practices, with seed to shop production. Building out new strategies, relationships and partnerships to create growth opportunities for the business in the UK and internationally – showcasing the benefits and quality of beautifully crafted, sustainable artisanal products.



● Design Project Manager

SOKO | Mar 2017 - Jul 2019

Managing and designing sustainable, ethical handmade jewellery. Developing technology and infrastructure to support and improve the distributed supply chain. Working directly with the artisans to empower human capital and entrepreneurship.



● Sales and Marketing Manager

Tribal Textiles | Mar 2016 - Mar 2017



● Director of PR & Marketing (Crown Estate)

Kallaway | Sep 2015 - Mar 2016