



Sarah Westwood

Results focused, brand storyteller; skilled in developing & delivering multi-channel marketing & brand strategies.

📍 London, UK

✅ Sarah 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

Team Leadership (Advanced)

Brand Strategy (Advanced)

Marketing Communications Planning (Advanced)

Consumer Insight (Advanced)

Omni-Channel Marketing (Advanced)

Consumer Behavior (Advanced)

Customer Relationship Management (Advanced)

Customer Service Management (Intermediate)

Press Campaigns (Advanced)

Media Planning (Advanced)

Agency Management (Advanced)

Social Media (Advanced)

Wholesale (Intermediate)

Destination Marketing (Intermediate)

Brand Awareness

About

Results driven, commercial Marketing & PR Director, with 15+ years developing and delivering consumer-centric multi-channel marketing and brand strategy. Experienced in marketing planning, content, and communications, in both central and local marketing roles. Skilled at inspiring consumers through storytelling across multiple touch points, having worked for several multi-channel premium lifestyle consumer brands across retail, apparel, homewares, teleco, consumer electronics, destination BID marketing and in shopping centre asset management.

Strong Senior Leadership Team Peer - a record of working with Boards and C-Suite and building strong relationships with peers and external stakeholders.

Consumer-Centric Mindset - always curious about the consumer, I see my responsibility as the champion of the brand and consumer, working cross-functionally to elevate understanding of consumer and brand as part of an organisation's vision - to ultimately drive effective & efficient decision making with consumers at the centre.

Cross Functional Collaborator - I value building strong cross-functional relationships to ensure alignment and direction of travel, enjoy collaboration, consulting, challenging and engaging with talented peers in the leadership team and across the organisation.

Leader Of High Performing Teams - a high challenge, high support leadership style, I am people-focused and naturally curious, I get satisfaction from development and sponsorship of others and have a track record building and transforming teams.

Data Driven & Naturally Curious - working as a freelance consultant, it is important to quickly get into the detail to assess, review, make recommendations and implement improvements to process, systems and team dynamic. My decision making is driven in part by data, insight, experience, instinct and most importantly listening to the consumer.

BRANDS WORKED WITH

Blackline Creative

Borders Uk Ltd

GANT

Kingston First

Neptune Home

Nokia

Soho House & Co

Sony Computer Entertainment Europe

The White Company

Truman'S Beer

Volcano Coffee Works

Whiteleys

Experience



● Board Observer

Volcano Coffee Works | Mar 2021 - Jun 2022



● Marketing & PR Director

GANT | Jun 2017 - Sep 2022

Responsible for regional marketing communication and brand management across all channels. Local adaptation and implementation of global brand strategy to secure regional growth, increased brand awareness and consideration whilst leading London Key City strategy. Member of Senior Leadership Team reporting to MD Northern Europe.

● Marketing Strategy Consultant : Freelance

Blackline Creative | Feb 2017 - Jun 2017

Blackline is an independent creative agency, which focuses on marketing and business strategy, brand identity and art direction, creative direction and campaign execution. I conducted research to identify sector-specific

Customer Experience

Marketing Strategy

Email Marketing

Languages

Spanish (Basic)

French (Basic)

English (Native)

new business opportunities and worked on potential pitch and credentials development work. I worked with a number of the teams to manage various clients in the retail, property, place-making and asset management of retail destinations sectors.

● Marketing Director : Freelance

Truman'S Beer | Sep 2016 - Feb 2017

Truman's Brewery is one of the oldest brewers in London; closed in 1989, re established in 2010. My role here was to audit, review and develop the capability of the marketing function to support a 5-year growth plan. I developed an appropriate team structure, supported by job descriptions and associated training. I also conducted a full B2C and B2B audit for all the marketing communications activity, including an overhaul of the calendar, campaign & content planning and brand identity / brand assets. As well as reviewing the suppliers and SLA agreements, I analysed the budget and made recommendations for re allocations according to sales objectives. Specific projects included marketing, brand identity and PR activity for new branded location opening at City Airport, a cider visual identity rebrand and a new RAW tank beer launch.



● Interim Head of Marketing : Freelance

Kingston First | May 2015 - Sep 2016

The UK's first Business Improvement District (BID), Kingston First's mission is to ensure Kingston is a thriving and attractive environment to do business in, as well as a vibrant and exciting destination for people to visit, shop, learn, live and work in. Here, I worked with the CEO to transition Kingston's BID communication from a traditional B2B service offering to a dynamic destination with a strong visual identity and consumer focus. I devised a Marketing Strategy including all consumer communications; ensuring alignment with all the businesses' marketing plans operating in the town. I reviewed suppliers and the media outreach plan, developed online and social media content, and applied best practice and governance to the campaign; setting targets, KPIs. As well as developing the brand, its look and feel, guidelines and redesigning the website, I recruited and managed the marketing team and liaised extensively with the BID Board, Marketing Group and the Royal Borough of Kingston Council.



● Brand & Marketing Consultant : Freelance

Neptune Home | Mar 2015 - Aug 2016

Neptune is a British interiors and lifestyle brand which designs and makes furniture, lighting and accessories for the whole home. Worked on a freelance basis where I implemented seasonal marketing calendar, campaign and content planning, reporting and recommendations as well as auditing, reviewing and developing the POS and in-store messaging - both for the local stores in the existing portfolio and the new store launches. I also reviewed customer communications and made recommendations for improvements as well as developing local marketing store guidelines.



● Head of Marketing | Cowshed, Cheeky & Neville

Soho House & Co | Jan 2014 - Feb 2015

Soho House & Co was founded in London, in 1995, as a private members' club for those in film, media and the creative industries. I was responsible for the commercial marketing and PR strategy, campaign planning and implementation across spa, wholesale and international sites for Cowshed, Neville and Cheeky brands. Developed and managed the multi channel marketing calendar and managed cross-function marketing activity with colleagues across spa, e-commerce, wholesale, NPd and operations. As well as creating brand content and marketing assets - copywriting, design and creative, print production, product and lifestyle photography - I supported 'sell-in' to wholesale and retail partners who included John Lewis, Space NK, Superdrug and Selfridges. I also oversaw all the PR agencies, ensuring clear scopes of work were produced / executed as well as developing KPIs to deliver commercial objectives.



● Brand Communications Manager

The White Company | Feb 2012 - Jan 2014

Working alongside the Marketing Director in a multi-channel marketing role, leading a multi-disciplinary team of 7, responsible for customer communication and brand content.

- Developed and implemented brand and marketing communications plan and content marketing.

- Managed all corporate and consumer facing events.

- Initiated targeted category marketing campaigns across Home, Fragrance, Womenswear & Childrenswear.

- Recruited, mentored, and managed Brand Communications team.

- Worked closely with Buying & Merchandising to drive key commercial lines.

- Created seasonal editorial content with external copywriters and freelance journalists.

- Delivered marketing plan and media advertising for new store launches.



● Global Retail Identity Manager

Nokia | Oct 2009 - Feb 2012

Responsible for global retail programmes for own stores, franchise markets and branded corners to drive retail expansion worldwide. Focus on supporting BRIC priority markets to drive business growth.

- Developed and implemented a global retail visual identity including windows, signposting & navigation, interactive experiences, video, on device content, staff uniforms and staff scripts.

- Created comprehensive tool-kits to ensure global brand integrity in local markets.

- Developed sell-in materials and provided guidance to franchise partners.

- Managed agencies to deliver global initiatives on time, on budget and in line with cultural requirements.

● Campaign Marketing Manager

Borders UK Ltd | Jan 2007 - Dec 2007

Reported to Head of Marketing, leading a team of 3 with responsibility for all campaign marketing activity. Working on both Borders and Books etc. across product categories for high street, Retail Park, and airport stores.

● Marketing Manager

Whiteleys | Dec 2007 - Sep 2009

Working for Foundation Asset Management on behalf of Standard Life Investments. Leading marketing campaign planning for Whiteleys, a unique Grade II listed shopping destination in West London.

● European Retail Marketing Manager

Sony Computer Entertainment Europe | Oct 2001 - Sep 2006

Sony Computer Entertainment is the global leader in interactive and digital entertainment, responsible for the PlayStation brand and family of products and services. PlayStation has delivered innovation to the market since the launch of the original PlayStation in Japan in 1994. I joined as UK Retail Marketing Manager, leading the trade marketing activity and developing initiatives to ensure brand visibility with national accounts and wholesale partners, activating ATL campaigns and developing individual brand and product retail marketing plans. After 3 years, I was promoted to European Retail Marketing Manager where I was accountable for the retail marketing strategy and support across 12 core territories working across both brand and product portfolio for PlayStation, PlayStation2, PSPPlayStation Portable and PlayStation3.