



Guy Westbrook

Head of Ecommerce and Brand

London, UK

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Languages

English (Native)

About

A self-motivated E-Commerce Director and Co-Founder of True Vintage and True Store with 10 years experience in the fashion/clothing industry. Created in 2014, the business grew from zero to £4.2m annual turnover and gained 366k Instagram followers, delivering to over 70 countries worldwide. I directed the launch of the sister company True Store in 2019, a fashion and lifestyle brand focussed on sustainable new clothing based in Covent Garden, London.

BRANDS WORKED WITH

- KAUSHAL NIRLA
- Michael Chell
- True Store
- True Vintage

Experience



● Head of Ecommerce and Brand

True Store | Jan 2019 -

Key Achievements:

- Led the hiring and training of 24 members of staff across E-commerce, Marketing, Creative and Fulfilment departments
- Ran the creative department, growing the function to 6 employees and managing a team of 12 Increased average order value by 15% through launching product bundling, recommendation blocks and ensuring the most profitable products are showcased
- Created a strong culture within our employees by driving autonomy, responsibility and enjoyment
- Launched our own label 'true vintage inspired' - focussed on festival season and key cultural moments across the year
- Directed successful sales events and collaborations with Tommy Hilfiger, London Fashion Week, Urban Outfitters, MOB Kitchen, ASOS & Polaroid
- Successfully integrated marketing and sales software including Nosto, Klaviyo, Global-e and Algolia
- Raised £35,000 for the NHS during COVID pandemic by designing and launching a charity t-shirt Led the launch of the True Vintage App on the app store, leading to a 20% increase in revenue
- Increased premium brands offering, including Adidas, Burberry, Dior, Nike, Prada, Stone Island, Versace, YSL
- Collaborated with FR2 to release a limited edition collection with products which were exclusively available in the UK. Overseeing the design, manufacture, marketing strategy and launch of the FR2 collection that sold out in under a month: sales totalling £18k
- Preparing and delivering presentations on behalf of the business
- Featured in articles for Forbes, Drapers, and 365 Retail

Daily Responsibilities:

- Led the overall marketing and sales strategy for the online business
- Constant monitoring of sales data and wider financial reporting, to drive ongoing strategy
- Overseeing monthly, weekly and daily management meetings with Marketing, Fulfilment and Buying departments
- Weekly strategy meetings with external software designers and web developers

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● Head of Ecommerce

True Vintage | Jan 2019 -



● Creative Director

True Vintage | Jan 2015 - Jan 2019

Responsibilities include:

- Creating, planning and delivering a strategic vision that defined the business.
- Day to day management of in house production team and studio
- Producing content for web and social marketing
- Promotional campaigns for major shopping events, Black Friday, Christmas.



● Wholesale Assitant

KAUSHAL NIRAULA | May 2014 - Aug 2014

- Maintain relationships with brand's clients and expand present client database
- Manage the showroom, handle the appointments and orders
- Organise and represent the brand at international trade shows



● Shop Assistant

Michael Chell | Jun 2007 - Apr 2014

- Men's designer clothes shop based in Guildford. Brands sold in store include Hugo Boss, Moncler, Dior, Burberry and others.
- Part of a close knit team of 4 employees. Teamwork and good communication are imperative to help continue the growing success of the company.
- Trained to develop strong and long term customer relationships to ensure the company is delivering a first class service.
- Trained in suit tailoring, designing shop window displays, putting together outfits for store manikins, stock taking and handling money

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Education & Training

2008 - 2013

● University of Portsmouth

Bachelor's degree,