



# Amy Shapiro

Group Marketing Director /  
Chief Marketing Officer / Mar-  
keting and Brand Services

📍 London, UK

🟢 Amy is **Available to work**

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## Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time  
work

Employment: Freelance Assignments,  
Hourly Consulting, Permanent Positions

## Skills

Marketing (Advanced)

Marketing Strategy (Advanced)

Brand Development (Advanced)

Brand Architecture (Advanced)

Trading (Advanced)

Creative Branding (Advanced)

Creative Agency (Advanced)

Viral Marketing (Advanced)

Commercial (Advanced)

Strategic Account Development (Ad...

Leadership (Advanced)

Consumer Insight (Advanced)

Brand Equity (Advanced)

Business Strategy (Advanced)

Brand Awareness (Advanced)

Brand Management (Advanced)

## About

Creative Marketing & Trading Director with a strong track record in increasing business value and building brands in the UK, for medium & large organisations, PLC's and start-ups. Successful experience in brand development, sales acquisition, transformation, viral omni-channel campaign, commercial management and international and operational marketing. Detailed technology expertise and multi-channel knowledge of e-commerce, retail & FMCG. Extensive trade, marketing and commercial experience. Fashion, health & beauty, food & drink, digital & technology sectors.

### BRANDS WORKED WITH

Artisan Menswear

Boden

Daily Feed/digital1

Delusion Clothing

Fine Green Associates

Glossybox, the Hut Group

Iomart Plc

LullaBellz

Manchester Digital

Science in Sport

Steamhaus

Waldencast

## Experience



### ● Group Marketing Director

Science in Sport | Mar 2022 - Now

Science in Sport is a leading premium sports nutrition company that develops, manufactures and markets sports nutrition products for professional athletes and sports enthusiasts. Key job accountabilities: Provide leadership to numerous teams across the marketing & trading functions. Manage and grow the following teams: CRM, performance marketing, brand (inclusive of social, community, pr), creative, elite, partnership and product development. Strategising and delivering on the global growth goals. Ensuring 360 planning and analysis across a breadth of channels; campaigns, product launches and overall brand health. Increase positive brand awareness and engage the consumer via utilisation of data and a test and learn approach. Oversee and further develop the brand strategy for SiS and PhD. Embed the newly acquired marketing technology stacks into the overall business. Develop a deep understanding of retailers, channels, consumers within the major territories UK, USA, IT, DE and ROW. Alongside with any further market penetration opportunities. Work closely with the commercial, trading and supply chain teams to identify opportunities leading to omni channel growth across retail and digital. Achievements:

Redeveloped the SiS brand with a solidified approach reducing mark-down and focusing on rebuilding the brand with a premium proposition.

Leading the Elite teams, secured a major partnership with a premier league football club (Tottenham Hotspurs). Delivering content inclusive but not limited to, Netflix series, co marketing initiatives and a revenue stream. Further implemented and managed strategic partnerships with NBA, FA and major cycling teams (INEOS etc). Driving performance and cementing brand reputation. . .

Established an integrated marketing plan and roadmap, building on consumer data, CRM, personalisation, loyalty and data capture, and UX with a focus on market growth within both retail, distribution and direct to consumer.

Implemented new ways of working and processes throughout the business, leading to an omnichannel approach. Strategic lead on both SLT and C-Suite advising on full corporate strategy and leading peer to peer cross functional teams.



### ● Head of Growth/General Manager

Waldencast | Sep 2021 - Mar 2022

Waldencast is a beauty incubator. With an ambition of building a beauty and wellness multi brand platform. Key job accountabilities: Lead the overall strategy and direction of a new to market skincare brand. Re-structure the current team and introduce change management processes to streamline accountabilities across the UK, USA and GCC region. Replatform the current DTC infrastructure, creating a best in class ex-

Multicultural Marketing (Advanced)

Strategic Brand Positioning (Advanced)

Budget Management (Advanced)

Customer Experience (Advanced)

Brand Strategy (Advanced)

Creative Strategy (Advanced)

Business Model Innovation (Advanced)

Creative Pitching (Advanced)

Shopper Marketing (Advanced)

Advertising Research (Advanced)

Business Insights (Advanced)

Marketing Analytics (Advanced)

Digital Strategy (Advanced)

Competitive Analysis (Advanced)

Pitching Ideas (Advanced)

Branding & Identity (Advanced)

## Languages

English



### ● Head of Trading & Marketing UK, DE, FR & ROW

Boden | Jan 2019 - Sep 2021

### ● Head of Trading and Marketing ?UK?

Boden | Jan 2019 - Jan 2021

Boden is a British Fashion Retailer founded in 1991. Key job accountabilities: Join the Senior Leadership Team with overall accountability for transformation and growth across the global business. Coordinating a cross functional team across all channels to fully analyse & understand performance to optimize sales & profit whilst delivering best in class experience for customers. Lead localisation for the UK, DE, FR and ROW markets. Scale opportunities within new markets. Innovate and challenge, utilising creative offline and online techniques to drive success. Creating and leading on omni channel strategy throughout all territories. Lead the test and learn strategy, across all markets and channels. P&L responsibility across all channels and markets. Achievements:

SS21 record breaking customer numbers within the UK and US.

Pivoted during pandemic, increased profitability by double digits in EU and ROW territories, via creative content, tailored UX, product offering and market led approach.

Creative marketing approach led to a decreased marketing spend as a percentage of sales by over 4%. Lead and assisted on business strategy to reduce overall markdown %.

Introduced a new targeted promotional mechanic leading to a markdown reduction of over 20%. Improved brand sentiment via customer facing communication leading to an increase in engagement and shopping frequency over all.

Co-launched Boden's largest omni channel in home tv campaign to date.

Drove new customer acquisition +17% & global demand increase by +13% (2020) through targeted end to end marketing segmentation strategy.

Stabilised active customer file, increased ROI and LTV within acquisition: Total customer growth over 24%. New customers +70%, increased existing customer frequency +15%. Total demand +40% vs previous year.



### ● Interim

LullaBellz | May 2018 - Dec 2018

Lullabellz is a hair, beauty and lifestyle brand. Key job accountabilities: Develop and execute strategy to drive rapid above market profitable growth within the e-commerce channel. Built a strategic roadmap for the brand's fast paced growth, inclusive of site redevelopment, with a focus on: device functionality, personalisation, UX & customer retention. P&L Management - monthly budgets, provide ongoing results analysis and forecasting, and drive prioritisation of investments through quantitative business justification. Achievements:

Implemented customer contact and acquisition strategy: resulting in increased demand by 40%,

Built and refined the marketing team in all roles: PR, PPC, Social, Creative, eCommerce, CRM. Lead the development and execution for all ATL & BTL activities. Improved end to end customer journey.

Built influencer outreach program, secured celebrity partnerships (own brand ranges) and developed retail partnerships (asos etc).

## ● Head of Brand / Interim Head of UK

Glossybox, the Hut Group | May 2017 - May 2018

Glossybox is an international beauty subscription service, delivering monthly beauty boxes to a client base of 400K+ customers per month. Key job accountabilities: Integrate the newly acquired Glossybox into THG, transferring all services from London to newly formed HQ in Manchester. Oversee all sales, marketing functions and creative functions : Affiliate, CRM, PPC, email, procurement, social, editorial. Inclusive of process integration and business development. Brand management, vision & brand strategy inclusive of developing the sales & future campaign strategy. Procurement and development of brands to provide services & products to sit in line with our monthly themed boxes, inclusive of NPD. Conception of creative campaigns, management of the in-house creative resources, design, photography and video. P&L management. Achievements:

Lowered the COGS & acquisition to improve ROI immediately after the acquisition completed; resulting in an increase of gross profit and an increase of EBITDA of over 25%.

Developed and implemented ATL & BTL advertising strategies. Increasing retention and LTV.

Development further of our proprietary platform (e-crm) to analyse and build on customer data and evolve the subscription model to a more 'personalised' offering.

MoM customer growth of over 20%.

Formed strategic commercial relationships & partnerships providing an additional revenue stream and aligning the needs of the target demographic with a full circle offering. Developing in house agency to service partners (PZ Cussons, Boots, Huda Beauty).

## ● Strategic Consultant

Daily Feed/digital1 | Sep 2015 - May 2017

Daily Feed is a viral news website & marketing agency to household brands. Key job accountabilities: Create a video arm to service some of the largest Facebook & Instagram pages in the world, servicing branded companies within the food & drink, electronics and health & beauty sectors. Recruited and managed a growing team of videographers, editors and programmatic marketers. Concepted, produced and delivered viral omni channel campaigns per month within the fashion, health & beauty, electronics & food and drink sectors. Achievements:

Built a video arm to service Facebook & Instagram pages totaling over 20million fans and a growing client base

Gained notoriety on Facebook for the style and concept of the videos. Over 300 million video impressions served organically for each client, month on month (the largest of the time). Resulting in rapid page growth for client pages and increased product sales and successful client IPO. Secured client base including: B&M Bargains, Bargain Booze Salter Cookshop, Beldray and Intempo. Organic weekly video views 50million+.



## ● Head of Business Development

Steamhaus | Sep 2015 - Jun 2016

Steamhaus, a technology company specialising in cloud infrastructure for high traffic website & application platforms. Establishing a brand identity for a newly formed company, identifying a market share and product offering, gaining knowledge around highly complex cloud server infrastructure. Lead the company sales & marketing teams. Achievements:

Sourced new client business, nationally and internationally. Resulting in providing infrastructure for high profile banking institutions, fashion retailers, viral news websites, technology start-ups and gaming institutions. Channel partner relationships established with AWS and Microsoft Azure (preferred partner supplier).



## ● Elected Council Member

Manchester Digital | Jul 2014 - Jul 2016

Elected board member of Manchester Digital, the independent trade association for digital business in the North West of England. 12 members are elected annually through electronic votes conducted by the Associations 600+ members. Appeared as spokesperson on Sky News – live segments. Nominated & shortlisted for 'Employee of the Year' For

the Women In Business Awards 'The Most Promising Young Person In Manchester Award' (Rising Star) at the MYTA Awards.

- **Senior Commercial Manager**

Iomart Plc | Jun 2013 - Sep 2015

Key job accountabilities: A rapidly evolving role over the first 18 months sourcing, over-seeing and expanding the Commercial & Marketing team. Provided strategic direction for the company, inclusive of all marketing initiatives, purchasing decisions, R&D, expansions of technical & new business teams. Integrating highly complex technology solutions in to the Melbourne product offering. Achievements:

- Increased the average new client spend by over 7x (in monthly contract value).

- Sat within the top 5 sales people within the iomart group. Position number 2. (approx. 400 staff and 70 sales people within the group).

- Raised brand awareness with a strong presence in the North West's digital & tech community.

- **Creative Director**

Delusion Clothing | Sep 2010 - Dec 2012

Key job accountabilities: Delusion Clothing is a premium menswear clothing brand launched in 2010. As Creative Director launched their 2011 & 2012 collections, Paris fashion & trade shows.

- **E-commerce Manager/Creative Director- Intro Menswear &**

Artisan Menswear | Sep 2009 - Feb 2013

Key job accountabilities: Launching the premium, independent menswear store online. Recruiting and managing marketing teams: PPC, SEO, affiliate, e-CRM. Delivering online & offline marketing strategies.

- **Recruitment Consultant**

Fine Green Associates | Mar 2008 - Sep 2009

NON EXECUTIVE EXPERIENCE & HONOURS: