



Vanessa Jennings

Head of Sales & Marketing

📍 Windsor, UK

✔ Vanessa's availability **should be discussed**

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Work Preference

Location: Not looking to relocate

Pattern: Open to Full time or Part time work

Employment: Permanent Positions, Hourly Consulting

Skills

Client Relations (Advanced)

Business Development (Advanced)

Negotiation (Advanced)

Leadership (Advanced)

Strategy (Advanced)

Account Management (Advanced)

New Business Development (Advanced)

Communication (Advanced)

Sales Cycle Management (Advanced)

Languages

English (Fluent)

About

I'm a high performing sales & marketing lead with nearly 20 years experience across sales, business development, marketing, brand strategy, account management, operations, and team management.

With a proven track record of delivering profitable growth, I have an entrepreneurial mindset and deliver by balancing strategic planning with creative strategies.

BRANDS WORKED WITH

Inkpact

Lara Bohinc

Rosamund Muir

Sassy Shop Wax

Selfridges

the Cross

Vagabond Shoemakers

Experience

● SALES & MARKETING DIRECTOR

Rosamund Muir | Aug 2021 - May 2022

Remote Luxury Footwear - Start Up/SME Set up commercial processes & launched B2B, negotiations underway with Neiman Marcus & Net a Porter Shortlisted for Best New Brand & Designer of the Year - Drapers Footwear Awards 2022 Restructure of marketing, PR & pricing strategies Sales forecasting, marketing & advertising budgets Management of D2C ecommerce platform: inventory management, copywriting & analytics Digital marketing: running Meta Ads, email marketing & customer journeys, content marketing Social media management: all content & campaigns, online brand presence & engagement Established brand voice: content creation & copywriting Market analysis & design consulting Company communication lead with key stakeholders



● NATIONAL SALES MANAGER

Sassy Shop Wax | Aug 2020 - Jul 2021

Home Fragrance/Cosmetics - Start Up/SME Aug 2010 - July 2021 Remote / Bristol Set up Commercial processes & launched B2B Drove consistent high growth: 50-100% revenue increases month to month Established network of 150 retailers in 6 months Online Key Accounts: Pretty Little Thing, Boohoo.com, Prezzybox, I Saw It First, Just My Look & Fragrance Direct On exit negotiations ongoing with Boots & Tesco Drove category growth through New Product Development: market analysis, concepts, production, POS & packaging, to market launch Strategy: pricing, sales forecasting, market positioning KA own label: concept ideas, price negotiation, market launch



● NATIONAL SALES ACCOUNT MANAGER

Vagabond Shoemakers | Aug 2016 - May 2020

50 accounts + Key Accounts ASOS, Office & The Hut Group Onboarding John Lewis, House of Fraser, Kurt Geiger, Arnott's Achieved revenue growth by monitoring sales & inventories, negotiating space & positioning, implementing activity plans, increasing market share across categories Strategic planning: forecasting, customer strategies, distribution P&L accountability: revenue generation, market costs, trading terms Led seasonal sales campaigns, analysis of sell in & sell out Management of trade marketing campaigns Stakeholder employee brand training Regional Manager role for retail team of 8 Turnover £5m p/a BUSINESS DEVELOPMENT & RETAIL OPERATIONS

● INTERNATIONAL SALES MANAGER

Lara Bohinc | Jan 2008 - Apr 2009

Luxury Jewellery & leather goods 50 accounts + Key Accounts Harrods & Harvey Nichols London, Dubai & Riyadh Achieved 30% increase expanding market share across categories Forecasting, terms negotiation, inventory management, pricing/margins Sell out analysis, ensure depth in high margin products Coordinate new product launches, PR events &

training Management of sell in (London & Paris Showrooms) Turnover £2m p/a

● **STORE MANAGER**

the Cross | Apr 2006 - Dec 2007

Multi brand Luxury Lifestyle Boutique April 2006 - Dec 2007 Notting Hill, London Consistently exceeded sales targets by approx 20% Worked with over 60 brands across multiple categories



● **BALENCIAGA BRAND MANAGER**

Selfridges | Jun 2004 - Apr 2006

Delivered a luxury high end customer experience Managed VIP & Celebrity database



● **Head of Sales & Marketing**

Inkpact | Jun 2022 - Now

- Sales: Motivated and managed team of 3 achieving increases in deal size, margins and conversion rates. Accountability for building sales pipeline and developed new market strategy in response to economic climate
- Marketing: Managed budgets & drove marketing strategy, supporting Marketing Manager in decision making
- Account Management: Supported Account Manager in retaining and growing client base, advising on client strategy
- General: Monthly KPI tracking, team 1:1's & development meetings, company wide reporting.