



# Sarah Westwood

Marketing Director | CMO |  
Ex GANT, The White Company,  
Soho House, Nokia & PlaySta-  
tion

📍 London, UK

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## Languages

Spanish (Basic)

French (Basic)

English (Native)

## About

An instinctive and experienced brand and marketing communications leader, with 20+ years in executive and consultancy roles, working for established and rising premium lifestyle brands across retail, fashion, homewares, games, telco, and real estate sectors.

I deliver consumer-centric multi-channel marketing and brand strategy; connecting the dots to engage consumers, create conversations, increase brand awareness, and ultimately drive commercial outcomes.

I am flexible and can deliver great work in a fast-paced environment. I like to make things run smoothly but I am also OK with a bit of grey, and if needed, I build process to create structure and organisation.

Super organised, able to calmly jump between projects, managing competing, and sometimes conflicting priorities, I quickly get into the detail to assess, review, recommend and implement improvements to output, procedures and team dynamic.

People focused and naturally curious, I get satisfaction from developing others and have a track record building and transforming teams. Skilled in leading teams across brand, content, digital and PR, creating an environment that inspires and drives ambition, while allowing people to be themselves and bring their best work to the table.

If you need solid marketing capability on a freelance or interim basis, and want someone professional, strategic, and nice; I would love to speak with you.

### BRANDS WORKED WITH

- BORDERS UK LTD
- GANT
- Nokia
- PlayStation
- Soho House & Co
- SW Consulting - Brand Strategy & Marketing Communications
- The White Company
- Volcano Coffee Works
- Whiteleys Shopping Centre

## Experience



### ● NED Board Observer - FTC

Volcano Coffee Works | Mar 2021 - Jun 2022

Working with small independent B-Corp South London coffee roasters; supporting the Board and Exec Team on the development and delivery of the end-to-end DTC proposition, brand positioning, marketing communications, online, social media and email marketing, performance metrics, peak trading, and budget planning.



### ● Marketing & PR Director - Northern Europe

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.

### ● Blackline Creative | Marketing Consultant

SW Consulting - Brand Strategy & Marketing Communications | Mar 2017 - Jun 2017

Strategy planning, business development & project work Research & identify sector specific new business target list & pitch opportunities Presentation, market research & analysis

- **Truman's Beer | Consultant Marketing Director**

SW Consulting - Brand Strategy & Marketing Communications | Sep 2016 - Feb 2017

Strategic review & recommendations including audit, review, & recruitment of marketing team to achieve 5-year plan Marketing Team audit, review & develop team structure, job descriptions & training Marketing Communications audit, marketing calendar, campaign and content marketing, social media set up, review of brand identity & brand assets Supplier review, appointment, SLA agreements Budget analysis & recommendations

- **KingstonFirst BID | Interim Head of Marketing**

SW Consulting - Brand Strategy & Marketing Communications | May 2015 - Oct 2016

Working to enable Kingston BID transition from traditional B2B marketing and service focus to a dynamic destination consumer focus Marketing Strategy, marketing communications, positioning, business alignment & implementation of consumer marketing strategy Campaign Planning, supplier review, media review, CRM journeys, content development; best practice process and governance Marketing Performance, set & monitor targets & KPI's, market research, dashboard scoping & implementation; recruitment, mentoring & management of marketing team Brand Identity, development of brand look & feel, brand guidelines, redesign, & redevelopment of websites Stakeholder Engagement, incl. BID Board and RBK Council

- **Neptune Home | Marketing Consultant**

SW Consulting - Brand Strategy & Marketing Communications | Mar 2015 - May 2015

Marketing calendar, campaign & content planning POS & in store messaging, audit, review, & development New store launches, campaign planning, reporting & recommendations Local retail marketing guideline development



- **Head of Marketing | Cowshed, Cheeky & Neville**

Soho House & Co | Jan 2014 - Feb 2015

Reporting to MD with responsibility for marketing & PR strategy, leading a marketing team of 2 and marketing campaign planning and implementation across spa, wholesale and international sites for Cowshed, Neville and Cheeky brands. 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. Creation of brand content and marketing assets - copywriting, design and creative, print production, product, and lifestyle photography. Delivered sell-in toolkits and assets for wholesale and retail partners including John Lewis, Space NK, Superdrug, and Selfridges. Led PR agencies, ensuring KPIs were delivered on time and on budget. Delivered additional revenue into marketing budget, increased sales uplift, and new customer acquisition through a programme of partnership activity with Tatler, Conde Nast Traveller, Emerald St, Latest in Beauty, Banana Republic, and Hudson Shoes.



- **Head of Brand Communications**

The White Company | Feb 2012 - Dec 2013

Managed a multi-disciplinary team of 7 in a fast-paced marketing and creative team. Responsible for the development and delivery of the brand communications strategy and worked closely with the Marketing Director to ensure all marketing communications / media advertising were innovative, relevant and effective with a clear consistent voice. Develop and implement integrated marketing and brand communications content calendar. Manage all corporate and consumer facing events. Led category marketing campaigns - Home, Fragrance, Womenswear & Childrenswear. Leadership and development of the Brand Communications team. Sourced and briefed external copywriters and freelance journalists on seasonally relevant editorial copy. Collaborated in the development and presentation of a wide reaching brand reposition strategy. Organised

a highly successful Christmas PR event within 3 months of joining. Identified cost savings of 30% and implemented working efficiencies within the team. Refocused the role of in-store communications around a clearer message hierarchy. Reappraised approach to retail and local marketing and delivered a new programme of activity to include OOH and radio.



- **Global Retail Identity Manager**

Nokia | Oct 2009 - Feb 2012

Working in the global retail and channel marketing team, responsible for the development and execution of the retail identity strategy across branded and non-branded channels and driving retail expansion worldwide, with a focus on BRIC markets. Led the development and implementation of a retail visual identity spanning windows, signposting & navigation, interactive experiences, video, on device content, staff uniforms and scripts. Created comprehensive GTM toolkits to ensure brand integrity in local markets. Established strong relationships across a complex, multi layered business to deliver key objectives on time and on budget. Liaised with local agencies to ensure global initiatives delivered consistent to brand vision, on time and on budget Worked closely with franchise partners management teams in key markets. Collaborated cross functionally with Retail Operations, Retail Sales and Implementation Teams to support local roll out.

- **Marketing Manager**

Whiteleys Shopping Centre | Dec 2007 - Oct 2009

Employed by an entrepreneurial boutique commercial asset management company, on behalf of Standard Life Investments, and led the marketing communications strategy planning and implementation to support the revitalisation and repositioning of this grade II listed shopping emporium as it went through a major transformation.

- **Campaign Marketing Manager**

BORDERS UK LTD | Jan 2007 - Nov 2007

Borders UK Ltd., a subsidiary of Borders Group, traded 41 Borders and 28 BOOKS etc. shops with over 1 million square feet of retail space, taking around 8% of the retail bookselling market. End to end marketing campaign creation for all categories; books, DVDs, music and periodicals for high street, retail parks and airport store locations; driving sales, and building differentiation and market share in a commoditised marketplace. Based in the UK Head Office with responsibility for strategic planning and delivery of commercial campaigns across both Borders and BOOKS etc brands Worked with Book, Music and DVD buying teams to promote specific products instore and online. Responsible for managing and developing 2 direct reports. Responsible for national ad campaigns. Creation of instore POS material, managing an annual budget of £120k.



- **European Trade Marketing Manager**

PlayStation | Oct 2001 - Nov 2006

Led trade marketing strategy and support across 12 EFIGS territories working across both brand and product portfolio. Ensured all assets implemented correctly at local level. Developed and rolled out shop in shop furniture for branded corners. Collaborated with Trade Manager Managers cross regions on a best practice by market to achieve consistency of buy in and implementation. Led trade marketing activity with national and key wholesale accounts to achieve commercial objectives. Developed tactical below the line marketing campaigns and promo initiatives to ensure brand visibility. Collaborated with UK distribution partners on sell in and GTM product plans for indie network. Ensured brand delivered consistently through wholesale partner network. Developed tactical below the line marketing campaigns and promo initiatives.

## Education & Training

- **The Manchester Metropolitan University**

BA Modern Languages & Literature, French and Spanish,

- **The Manchester Metropolitan University**

Post Grad Diploma, Marketing Strategy & European Business Management,