



James Starbuck

Brand Marketing Manager / Art Director

📍 Manchester, UK

🟢 James 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

Creative Direction (Advanced)

Social Advertising (Intermediate)

Email Marketing (Intermediate)

Website Administration (Intermediate)

Styling (Advanced)

Campaign Development (Advanced)

Photoshop Elements (Intermediate)

Languages

English (Fluent)

About

A driven and adaptable Branded Marketing Manager with experience working on a wide range of projects including creative briefs, shoot production, asset management and developing marketing strategies. With a good understanding of online advertising, email marketing and social media, I have proven results in being able to connect a number of different consumers to the brands I have worked with. I have a range of professional experience; proving that I can work both independently and autonomously, as well as part of a wider team.

BRANDS WORKED WITH

BALLYCLARE LIMITED

DML JEANS (DENIM MERCHANTS LTD.)

Manière De Voir

MINOTI (LEISUREWEAR INTERNATIONAL)

YOKA-YO

Experience

● BRANDED MARKETING MANAGER

YOKA-YO | Aug 2022 - Now

Defining and executing digital brand direction and growth strategy for in-house brand Liquor n Poker.

- Independently planning, communicating and executing seasonal digital marketing strategy across multiple digital marketing channels including email marketing, Meta advertising, Google advertising, influencer marketing and more.
- Independently re-vamping creative direction of in-house brands, including organising and managing photoshoots (model choice, styling, location choice etc)
- Management of Shopify stores from top to bottom, including design and product / navigation management (over 1000 sku's)
- Ad strategy across Meta and Google to ensure consistent growth in brand awareness and online sales.
- Zalando integration using iLevel software to ensure products are correctly uploaded and managed to Zalando's international marketplace.
- Seasonal brand campaign strategy, sending weekly emails and ensuring cross-platform campaigns are consistent. Key Achievements:
- Net online sales growth of 271% in the first 3 months of AW22 thanks to succesfull execution of multi-channel digital marketing strategy.
- Revitalised the brand's editorial direction independently organising shoots to generate key assets for website updatesand digital advertising, ultimately leading to growth in sales.
- Re-launched the brand's Shopify store, making improvements in aesthetic, navigation and customer experience ultimately leading to a 129.4% increase in conversion rate.

● DIGITAL MARKETING EXECUTIVE

BALLYCLARE LIMITED | Aug 2020 - Feb 2021

Key duties and responsibilities:

- Managed Linkedin, Instagram and Facebook accounts.
- Optimised and grew social following, engagement levels and revenue.
- Worked with the head of marketing on the launch of a new retail-focused website.
- Worked with a digital marketing agency to develop paid social and Google Ad campaigns.
- Designed and created B2B marketing assets.
- Developed both B2B and B2C email marketing campaigns to increase online revenue and traffic. Key achievements:
- Achieved record social growth with relevant audiences, 47% increase on Instagram and 13% increase on Facebook in just 7 months.
- Oversaw a successful launch of the new B2C website, and the advertising agency hit ROAS in the months following.
- Developed an influencer marketing strategy on a limited budget.
- Worked with influencers to raise awareness for the brand.
- Created successful B2B marketing materials for the sales team, including materials presented to clients such as Network Rail.

● **BRANDED MARKETING MANAGER**

DML JEANS (DENIM MERCHANTS LTD.) | Jun 2019 - Aug 2020

Key duties and responsibilities:

- Complete control of the brand's creative direction.
- Independently planning, organising and executing seasonal photo-shoots and promotional videos.
- Managing and updating retail website design on the Shopify platform.
- Designing lookbooks & POS.
- Developing and managing a growth / content strategy for all social media channels.
- Managing a digital marketing budget, to increase brand awareness, sales and traffic across multiple platforms.
- Managing email design, strategy and distribution to both retail and wholesale customers using Mailchimp and BeeFree.
- Stock and product management across eBay and Shopify platforms. Key achievements:
- Created a digital marketing strategy using Google Ads, Facebook Ads and email marketing to generate a 271% increase in web sales & 229% increase in online sessions.
- Revitalised a previously stagnating brand identity; creating a cohesive and considered aesthetic and tone of voice.
- Complete overhaul of Shopify website design; creating a website design in keeping with the brand aesthetic as well as improving customer experience in terms of both navigation and information sourcing.

● **MARKETING/SOCIAL MEDIA MANAGER**

MINOTI (LEISUREWEAR INTERNATIONAL) | May 2018 - Jun 2019

Key duties and responsibilities:

- Managed a budget to increase social growth on both Facebook and Instagram.
- Created a strategy for continued mailing list growth.
- Worked with retail managers and shopping centres to market and improve visibility of brick and mortar stores.
- Worked with a wholesale manager to improve sales and prospect potential customers.
- Designed lookbooks, high-stake corporate presentations, online and in-store POS.
- General website maintenance and the creation of product data (WooCommerce). Key achievements:
- More than doubled Instagram following and increased Facebook likes from 12k - 17.5k within 6 months.
- Optimised Google listings for brick and mortar stores; improving online visibility within local areas.
- Developed a campaign for mailing list that has seen growth of more than 200%.
- Designed the AW/18 lookbook, distributed globally to retailers.
- Formed concepts for both SS20 and AW20 photoshoots.
- Launched successful mailing campaigns for both the wholesale and retail website (including automation campaigns etc.)
- Worked with the website developer to make site-wide alterations, streamlining user experience and implementing marketing improvements.
- Launched Google Ads campaigns for the wholesale website working out at £30 per wholesale sign up, analysing the data and goals for this campaign using Google analytics.



● **Creative Manager**

Manière De Voir | Jan 2023 - Apr 2023

- Independently conceptualised, planned and executed seasonal campaign shoots to ensure the creation of assets to the highest standard.
- Managed and inspired the creative and marketing teams across idea generation and delivery; whilst overseeing the look and feel for all marketing material, online and offline.
- Researched and proposed new ways to enhance the brand's visual identity and content.
- Worked in studio with in-house and external creatives to ensure both video and photo assets for the website, social media & CRM were executed to the highest standard. Utilising skills such as set building, lighting design and styling.
- Independently managed the logistics of weekly in-house content cre-

ation, managing prop purchasing, styling and model bookings etc.

- Conceptualised, created and briefed bi-weekly homepage updates as well as general website updates.
- Proposed new processes to improve efficiency across the marketing and creative team.
- Gave final sign-off of all assets including social (posts and stories), email assets and e-commerce assets before CEO review.