



# Jared Fleming

Freelance Marketing, Events & PR

ex. Jimmy Choo, NET-A-PORTER, British Fashion Council, GAY TIMES

📍 London, UK

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 [LinkedIn](#)  [Instagram](#)

## Languages

English (Native)

## About

Marketing and communications professional with an extensive luxury fashion and media background, passionate about creating experiences and telling stories for brands across the world through effective and authentic marketing, communications, PR and events.

Focused on the strategic and creative development of brands across lifestyle, media and the luxury fashion sector - I have a 360 approach to what I do. Working with brands, and connecting them with audiences through authentic storytelling, memorable experiences and original content, I have worked across varied and versatile industries, covering multiple disciplines, to deliver authentic, brand-building communications strategies, cohesive end-to-end campaigns and incredible events.

### BRANDS WORKED WITH

British Fashion Council

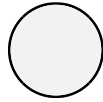
GAY TIMES

Jimmy Choo

NET-A-PORTER

Roland Mouret

## Experience



### ● Group Marketing & Communications Manager

GAY TIMES | Jun 2020 - May 2022

Reported directly to CEO and Executive Creative Director Developed and executed marketing / communications strategies for all brands within GAY TIMES Group

Brands included: in-house creative agency (GTX), GAY TIMES Magazine, online content (GAYTIMES.co.uk) and global philanthropic / charity initiative (Amplifund)

Management of all PR, events and communications for GT Group Press releases, influencer and celebrity engagement, large-scale awards (GAY TIMES Honours), industry events, private dinners, etc.



### ● Marketing Project Manager

NET-A-PORTER | May 2018 - May 2020

Managed global projects from events to PR / marketing campaigns, seasonal campaign / e-commerce shoots and gifting

Managed event budgets and timelines for global satellite offices Sat within Global Brand Creative team



### ● Marketing & PR Coordinator

Roland Mouret | Sep 2017 - May 2018

Defined and executed Marketing and PR strategy for UK, European and US markets, with regular travel between regions

Worked with influencers and celebrity talent for social media campaigns, events and fashion shows

Reported directly to Head of Marketing, with two direct reports



### ● Marketing Assistant

British Fashion Council | Aug 2014 - Jan 2015

Assisted globally recognised fashion brands on marketing, events and PR support

Supported on events from London Fashion Week, London Collection: Mens (London Fashion Week: Men's) and The Fashion Awards



### ● Global Marketing Assistant

Jimmy Choo | Jan 2015 - Sep 2017

Reported to Head of Global Marketing, based in Global HQ (London) Managed Global Marketing calendar

Communicated global marketing strategy to regional comms teams and

satellite offices with strategic approach for individual markets  
Supported on seasonal campaign shoots and shows / installations  
Managed all creative briefs / requests