



Camilla Craven

Fractional CMO, Marketing Consultant & Advisor

📍 London, UK

✅ Camilla is **Available to work**

[Portfolio link](#)

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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

Social Media (Advanced)

Communication (Advanced)

Public Relations (Advanced)

Influencer Marketing (Advanced)

Marketing (Advanced)

Advocate Development (Advanced)

Brand Activation (Advanced)

Email Marketing (Advanced)

Digital Marketing (Intermediate)

E-commerce (Intermediate)

Languages

English (Native)

About

Brand, Marketing, Advocacy, Social Media & Communications expert and consultant. Client experience includes health & beauty, tech, fashion, lifestyle and food & drink; from pre-seed to fast-paced growth startups to established brands.

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I am a dynamic and tenacious marketing and communications expert, with an aptitude for growing brands globally and thriving in rapidly scaling businesses, as well as an industry mentor, judge and speaker. I have a proven track record in local and global execution across multiple countries and over 40 brands.

My brand experience ranges from pre-Seed and Seed stage brands, through all Series funding, to blue-chip companies. I strategically guide, drive sustained growth and pivot brand direction where required, leveraging my expertise using supporting analytics, out-of-the-box thinking and relationship building. My approach is a blend of analytical, creative and charismatic firepower and pushing innovation for brand marketing and advocacy; this approach has led to 9 promotions in my 13-year career. A recent redundancy following an unsuccessful fundraise meant I got my opportunity to have a Consulting chapter, which is going incredibly well - but, I always have a small eye out for the perfect permanent role.

BRANDS WORKED WITH

Benefit Cosmetics

Charlotte Tilbury Beauty

FaceGym

Halpern

Vashi

Experience

● FRACTIONAL CMO, CONSULTANT & ADVISOR

| Nov 2022 - Now

FRACTIONAL CMO, CONSULTANT & ADVISOR Brand, Marketing, Advocacy, Social Media & Communications expert and consultant. Client experience includes health & beauty, tech, fashion, lifestyle and food & drink; from pre-seed to fast-paced growth startups to established brands. Clients include private clients, as well as consulting via THE BOARD, and mentor to SeedCamp founders.



● BRAND & MARKETING DIRECTOR

FaceGym | Aug 2021 - Nov 2022

As one of a five-person senior leadership team, reporting into both the CEO & Founder, I oversaw all global brand strategy and creative development, and local marketing, as well as mentoring and dotted line management for campaigns to the Global Head of Digital.

● BRAND MARKETING & COMMUNICATIONS DIRECTOR

Vashi | Jun 2020 - Aug 2021

I oversaw global brand strategy, brand marketing (including media & VM), brand communications, social media, PR, advocacy (including all organic and paid influencer activity), VIP and events.



● GLOBAL DIRECTOR OF COMMS, SOCIAL & ADVOCACY

Charlotte Tilbury Beauty | Jan 2017 - Oct 2020

I oversaw all communications including social media, influencer marketing, PR, corporate communications, advocacy (including community management & pro artistry communications), partnerships and events, on both a global and local level. I also helped lead marketing whilst there was no Global Marketing Director.



● HEAD OF PR, INFLUENCER MARKETING & EVENTS

Benefit Cosmetics | Oct 2015 - Jan 2017

After only six months at Benefit, I was promoted to oversee PR, social advocacy, influencer marketing, partnerships, promotions, and events, alongside leading a team of nine and two external agencies.



● ASSOCIATE DIRECTOR

Halpern | Aug 2010 - Oct 2015

During my time at Halpern, I advanced at a rapid pace to Associate Director, including overseeing all business development. My client experience was focused on beauty and wellbeing, but also included retail, fashion, culture, travel, and F&B.