



Amy Richardson

Senior Manager/ Head of
Beauty Project Management at
Burberry

📍 London, UK

👍 Amy's availability **should be discussed**

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Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments,
Permanent Positions

Skills

Digital Strategy (Intermediate)

Integrated Marketing (Intermediate)

Creative Strategy (Advanced)

Interactive Marketing (Intermediate)

Content Strategy (Intermediate)

Social Media Marketing (Intermediate)

Web Project Management (Intermediate)

Project Management (Advanced)

Operations Management (Advanced)

Branding (Intermediate)

Luxury Goods (Advanced)

Leadership (Advanced)

Campaign Strategies (Advanced)

About

15 years of experience working within creative delivery/operations – most notably for a global luxury brand.

I previously headed up Beauty Project Management at Burberry, autonomously running, building and growing the product category in partnership with the Creative Director. A truly holistic role, I owned the delivery of the brand's creative expression of Beauty through Global TV Campaigns, Events and POS, the launch of the Burberry Beauty Instagram channel, digital innovation partnerships and Product/ Packaging design, overseeing all briefs through to final delivery.

I love working as part of a team and bringing people together to create brilliant work that is cohesive, authentic and on-brand.

I'm the linchpin between Production, Marketing, Creative, Agency and Client, singlehandedly holding together senior stakeholders through complex projects, key milestones and creative/ strategic unlocks. My role involves daily collaboration and negotiation with all teams so they encompass a shared vision, ensuring we deliver creative which is both on-brand but also meets commercial requirements.

My leadership style is supportive, approachable, open and collaborative. I have an excellent understanding of creative process

and the ability to manage and influence senior stakeholders.

I'm a solid, trusted and respected partner to creative teams, ensuring creative processes are always upheld and optimised. I have experience in scaling teams to deliver and pride myself on being diligently organised, super detail orientated and a strong forward planner. I constantly evaluate priorities, resource, timings, process, structure and briefs to ensure creatives are fully supported, driving initiatives forwards positively whilst maintaining brand integrity and authenticity.

BRANDS WORKED WITH

Burberry

Code Computerlove

VMLY&R

Experience



● Head of Beauty Project Management

Burberry | Jul 2019 - Feb 2022

- In strong partnership with the Creative Director, I ran the Burberry Beauty division within the Creative Media Department, overseeing all creative programs of work from briefing through to final delivery.
- Work-streams include; Content, Digital, Packaging, Product Design, Social and Events.
- Relationship management of COTY on all creative aspects of the partnership, as well as being the linchpin between Burberry Production, Brand Marketing and our COTY counterparts.
- Management of critical path for COTY's ambitious 3-year launch plan – resource planning for the creative team across all elements of projects as well as forecasting freelancer budget required for the fiscal year.
- Ensuring COTY briefs are clear and have the right information ahead of the creative team starting work – including identifying any discrepancies or facilitating key strategic unlocks to ensure alignment on approach from the outset.
- Encourage and drive cross-functional collaboration and thinking between teams, ensuring the right team members are involved at the right points.
- Ensure that all teams encompass a shared vision and have a deep understanding of requirements, timings and creative/ marketing strategy.

Marketing Event Planning (Intermediate)

Team Leadership (Advanced)

Creative Optimization (Advanced)

Risk Management (Intermediate)

Vendor Management (Advanced)

Budget Forecasts (Intermediate)

Relationship Building (Advanced)

Client Rapport (Intermediate)

Activation Support (Advanced)

Campaign Concepts (Advanced)

Process Improvement (Advanced)

Project Leadership (Advanced)

Staff Retention (Intermediate)

Personal Development Plans (Intermedi...

Stakeholder Relations (Advanced)

Stakeholder Engagement (Advanced)

Program Leadership (Advanced)

Senior Stakeholder Management (Ad...

Client Communication (Advanced)

Launch Support (Intermediate)

Client Representation (Advanced)

Category Management (Advanced)

Languages

English (Native)



- Excellent project leadership skills to get to the core of briefs and to bring clarity on next steps across a significant volume of work.
- Represent creative in meetings, to minimise time spent in meetings by creative.
- Manage and prepare the agenda for creative reviews with the Chief Creative Officer – ensuring feedback/challenges/ risks are addressed.
- Partner with the Beauty Licensing team to resolve any changes to the Marketing calendar or to negotiate on resolving requests that work for both parties.
- Partner with Burberry Social and Creative to successfully maintain the Burberry Beauty Instagram platform.
- Ratify deliverables with Creative teams whilst also ensuring that contractual deliverables are addressed or challenged where necessary.
- Diplomatic resolution of challenges, where all parties feel satisfied with the outcome.
- Line management to Project Manager running Product/Graphics project delivery.
- Line management to Social Producer running content delivery for Burberry Beauty Instagram.

● Senior Project Manager

Burberry | Jun 2017 - Jul 2019

● Project Manager

Burberry | Oct 2013 - Jun 2017

● Senior Producer

VMLY&R | Jul 2009 - Oct 2013

- Lead Producer on the Colgate account, managing budgets up to £350,000. Scopes varied from HTML email builds and landing pages, to full responsive web-builds, microsites, Facebook pages and rich media campaigns.
 - Often client facing and always leading client communication during the production phase, usually with several stakeholders in different time zones with different agenda's/ priorities.
 - Experience of managing complex campaigns e.g. MaxWhite One, where we partnered with Elite Models to find the face of their campaign. Scope included building a new application that was localisable and mobile optimised, allowing users to vote for entries and upload photos of their smile via webcam, Facebook or desktop to enter the competition.
 - Strong team player and natural collaborator, working very closely with an external film company to manage a 3-day video shoot for a Colgate Total campaign.
- Previous experience includes working across the Xbox Free Live Weekend; a Global campaign localised across 23 different markets. I managed the development of the initial concept and visual art direction, to the video production, X-box dash creative and highly segmented email broadcasts.
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● Producer

Code Computerlove | Sep 2007 - Feb 2009

- Gained solid agency experience in managing projects, working across a number of accounts: HMV.com, TransPennine Express, Matalan and National Union of Students. Key responsibilities:
 - Developing and maintaining a positive working relationship with the client and project team
 - Understanding and communicating the vision of the project to manage expectations
 - Project planning (timescales, budget and resource)
 - Working closely with creative & technical teams to devise the best solution for the client
 - Updating all stakeholders with regular project status reports
 - Assisting the Client Services Director with new business pitches
- see less

Education & Training

2002 - 2005 ● The University of Sheffield
2;1, BA English Literature