



Isabel Atherton

Brand Partnerships Manager at YOOX NET-A-PORTER GROUP (FTC)

📍 London, UK

🟢 Isabel is **Available to work**

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Links

 [LinkedIn](#)

Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments, Permanent Positions, Hourly Consulting

Skills

Social Media (Intermediate)

Blogging

Writing (Intermediate)

Photography

Radio

Research

Online Journalism

Marketing (Advanced)

Social Media Marketing

Microsoft Excel (Intermediate)

Microsoft Office (Intermediate)

Customer Service

Public Speaking (Advanced)

Communication (Advanced)

About

Experienced Communications and Partnerships expert with 10 years experience working in the luxury industry with a focus on fashion and wellness.

Experience working with the world's leading luxury brands and building strong and successful relationships.

Strong commercial experience with a track record of exceeding.

BRANDS WORKED WITH

Lyma Full-Time

Net-A-Porter Full-Time

Rotaro

Yoox Net-A-Porter Group

YOOX NET-A-PORTER GROUP

Experience

● Head of Global Partnerships

Lyma Full-Time | Nov 2020 - Mar 2022

● Senior Associate, Brand Partner Communications

Net-A-Porter Full-Time | Aug 2019 - Oct 2020

● Associate, Partners Communications

Yoox Net-A-Porter Group | Aug 2017 - Sep 2019



● Brand Partnerships Manager

Rotaro | Apr 2022 - Dec 2022

Built pitch decks and presented to new partners, managing the onboarding process effectively and efficiently.

Negotiated commercial terms and managed all contracts with new partners.

Lead co-op marketing projects, securing budget from brands and working with Marketing to execute launches to drive rental performance.

Oversaw portfolio of brands, running quarterly reviews and sharing trends and data insights.

Management of sales pipeline and yearly forecast with Brand Team and Financial Director.



● Brand Partnerships Manager - Fine Jewellery & Watches

YOOX NET-A-PORTER GROUP | Feb 2023 - Now

Responsible for managing and increasing marketing investment from brands within the Fine Jewellery and Watches category across NET-A-PORTER and MR PORTER. In addition I worked with Kering and Thelios on all eyewear accounts.

Management of revenue targets, and acted as an adviser for all marketing activity to support brands in meeting their business objectives and commercial goals.

Work collaboratively with key areas of the business globally, including Buying, PR, Client Relations and Events to drive brand partner sell-through and customer engagement through campaigns and activities.

Education & Training

2012 - 2015

● University of Leeds

Bachelor of Arts (B.A.), Broadcast Journalism

Teamwork (Intermediate)

Radio Presenting

TV News Production

Online News

Languages

2005 - 2012

● **Tunbridge Wells Girls' Grammar School**

Politics, English Literature and Drama, Politics, English Literature and Drama