



Adam Wakefield

Head of Marketing / Head of Growth

📍 London, UK

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Languages

English (Native)

About

Experienced Head of Marketing & PR / Head of Growth, with a proven record of driving company growth through innovative and effective marketing and PR strategies. I am a forward thinking and creative leader with excellent team management, analytical skills, and commercial awareness. Outstanding understanding of consumer and market trends to develop highly effective and relevant marketing campaigns. I have cross functional experience across traditional marketing, digital marketing, PPC/PPA, PR, operations, buying, merchandising, branding and content ideation for both multinational retailers and growing startups. After 11 years of working for multinational retailers, I decided to start working on a freelance / consultancy basis with ethical and sustainable startups. I have a passion for leading startups to achieve their growth goals and to build profitable, scalable businesses.

BRANDS WORKED WITH

Lindex Fashion Ltd

Muji Europe Holdings

Tesco

Tesco Central Europe - Central European Electrical Accessories Team

Experience

● Head of Marketing / Chief Operating Officer

| Apr 2022 - Now

Head of Marketing / COO. Responsible for driving brand growth, marketing strategy and implementation, product development, product design, social media management and content creation, customer acquisition & retention and trade / retail partnerships. Further responsible for financial planning, financial forecasting, logistics and EU expansion strategy. Delivered 290% sales growth in first Quarter & sustained strong MoM sales growth to date. Delivered best ever sales in Q4 2023 and best ever month Jan 2024.

● Freelance Marketing Consultant Vevolution

| Mar 2023 - Jun 2023

Responsible for overseeing digital ad strategy to recruit new investors to the platform, delivering a 348% ROAS.

● Freelance

| Apr 2022 - Nov 2022

Responsible for overseeing digital ad strategy, website optimisation, content ideation, branding, financial analysis and creating investment decks. Delivered 1,285% YoY sales increase and two record breaking sales months through digital marketing focus on engagement rings.

● Head of Marketing & Communications / Head of Growth role

| Nov 2021 - Feb 2022

Head of Marketing role responsible for marketing strategy and execution, successful brand relaunch, website relaunch, store front rebranding, digital ad strategy, brand strategy and secured all time high sales revenue over key Christmas and Valentines periods. Delivered 482% ROAS on digital ads.

● UK Head of Marketing, PR and Merchandising

Lindex Fashion Ltd | Jan 2015 - Nov 2021

Overview: Working for one of Scandinavia's largest fashion brands, with yearly revenue of over €600m, responsible for growth of the UK Market through e-commerce and physical London stores.

- Delivered the highest YOY Sales Growth across all markets for 2020 and 2021YTD with UK Results 179% higher than the company average for 2020 and 203% higher than the company average for 2021.
- Spearheaded a 3,334% increase in e-com sales from 2016 - 2021. In-

creased website traffic, social following, new customer acquisition and share of voice to a level higher than all other markets YOY growth averages.

- Planned and executed UK Marketing strategy and campaigns across a diverse marketing mix of traditional and digital marketing.
- Delivered successful high ROAS campaigns with leading magazines/newspapers (both print & digital).

Career Experience Continued

- Achieved strong ROI from OOH with Westfield Retail Center, tube advertisements, experiential marketing, digital events, influencer collaborations, consumer exhibitions and store events.
- Responsible for ideation and planning of UK PR strategy and management of PR Agency to successfully build brand awareness of Lindex in the UK. Planning and delivery of Quarterly/ Fully Year Strategies, Press Events, Store Events, VIP/Influencer/Media Trips and Gifting Activities.
- Managed UK PR agency to consistently deliver company leading number of yearly PR features and sales driven from PR. I presented the UK PR strategy to the Lindex Franchise markets as "best in show" inspiration to grow brand awareness in their local markets.
- Responsible for presenting Quarterly Reviews and strategy to the CEO and Board of Directors
- Merchandiser role consists of planning and execution of markdown. Planning reactive activities to drive sales growth and GP. Managing stock levels, competitor analysis into price points, assortments, e-com platform, and visual merchandising.
- Responsible for planning, management and implementation of the P&L & financial forecasts / controlling across all business aspects.

● Assistant/Junior Merchandiser & Buyer for Textiles and Health & Beauty

Muji Europe Holdings | Oct 2012 - Jan 2015

Overview: Working for one of Japan's largest retailers, with multibillion pound revenue. I was responsible for the merchandising & buying of over 600 Textiles & Health and Beauty products (35% of the company's product share) for the European market.

- Delivered +3% above profit plan in 2013 against a company average of -7% vs plan.
- Delivered company best availability of products, continuity products at 94%, against company average of 87% through accurate forecasts and acting quickly upon sales trends.
- Successful buying of new products as shown by introduction of new ranges of slippers, candles, towels and essential oils all among the best sellers in their sub departments.
- Developed negotiation skills in the buyer aspect of the role, with negotiation to reduce cost prices and maximise GM% while maintaining strong relation with the suppliers.
- Effective management of seasonal ranges by successfully clearing stock with minimal markdown, achieving profit and margin % targets.
- Developed a new Line Card Forecast Tool to improve all colleagues' accuracy and decrease time taken to forecast.
- Developed a new Order Sign Off template to monitor intake against OTB while improving usability and efficiency of the tool for my colleagues.
- Trained and developed the Merchandising Admin Assistants, focusing on teaching them merchandising practices to enhance their job fulfilment and further their career.
- Experienced in presenting OTB, KPI, Monday Trade and Sign Off meetings to the Senior Directors.

● Assistant Merchandise Planner

Tesco Central Europe - Central European Electrical Accessories Team | Sep 2010 - Oct 2012

Overview: While in 2nd and 3rd year of University, I was on placement at Tesco while studying and completing my degree as part of the "In-Company" Business course I took at Nottingham Trent University. Working for one of Europe's largest retailers, with multi-billion £ revenue. I was responsible for the merchandising & buying of over 600 products for the Czech Republic, Hungary, Poland & Slovakia.

- Assistant Merchandise Planner Feb 2012 – October 2012.



● Trainee Merchandiser Planner

Tesco | Sep 2010 - Feb 2012

- Learned and developed key Merchandising & Forecasting skills whilst working alongside Buying, Marketing, Supply Chain, IT and Visual Merchandising to understand the End-End company processes.
- Partook in the Tesco pan-European centralisation programme playing a key role in the forecasting, range selection and promotional buys for a companywide product launch across Europe.
- Achieved a team best 96% Availability for the European Launch of 600 Products to European Stores.
- Worked alongside multi-disciplined teams at senior levels including; Buying, Marketing, Operations, Visual Merchandising, Supply Chain and Store Stock Planning.
- Supported and trained less experienced team members to develop and improve their ways of working.
- Managed Provision for Blank Media, ensuring minimum Markdown before products decrease in value due to the fast-paced nature of Electronics.
- Built a rapport with both UK and European based suppliers. o Enhanced understanding of effective business to business relationships. o Managed supplier relationships to ensure sufficient stock and negotiated contingency solutions to achieve stock targets.
- The combination of working full time at Tesco, while studying for exams, completing dissertations etc was vital to develop time management skills and determination to thrive under high pressure work environments.

Education & Training

2012

● Nottingham

2:1 (Hons) Business Management (In,