

# DAISY COOMBES

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## | EDUCATION |

### UNIVERSITY OF THE CREATIVE ARTS

BA (HONS)  
FASHION PROMOTION  
Marketing Degree  
2009 - 2012

FASHION ATELIER - BTEC  
2008 - 2009

### PRESDALES, HERTS

A-LEVELS  
2006 - 2008  
GCSES  
2000 - 2006

## | SKILLS |

- Adobe CC
- Sketchup Pro
- Mailchimp
- Shopify/Wordpress
- Brand Strategy
- B2B & B2C Marketing Strategy
- Creative/Art Directing
- Events Planning/Execution
- Copywriting
- Trade Show/Exhibition Stand Design
- Print and Colour Theory
- Packaging Design & Development
- Agency & People Management

## | CURRENT ROLE |

### SASS & BELLE

#### HEAD OF BRAND

2023 - Present

Taking on the Head of Brand role in an official capacity - continuing many of the responsibilities of Marketing Manager. Reporting directly into the Managing Director and heading up the wider Brand & Marketing Department; made up of the Marketing and Product Design teams. Driving B2B and B2C sales whilst owning the Brand Strategy and all marketing and content creation across the business.

#### MARKETING MANAGER - BRAND

2018 - 2022

Joined the business at the start of a period of significant change, as the company aimed to reposition from a small goods manufacturer to a gift and homeware brand.

Hired and headed up the new Marketing Team - overhauling the visual identity of the company whilst building and implementing all marketing and creative processes from the ground up.

- **People Management:** Hired and manage a team of six
- **Campaign Management:** Owning the planning and execution of all content creation across Trade and Retail channels.
- **Brand:** Owning the Brand Strategy and Activations, plus developing Brand Guidelines and Values. Acting as a Brand Guardian to ensure they are adhered to across product, packaging and comms.
- **Strategy:** Reacting to recent economic and environmental events, by moving many of our B2B events-based marketing efforts to a digital format.  
**Results:** Record pre-orders of stock.
- **Customer Retention:** Developing and implementing a B2B customer loyalty scheme; segmenting customers through their shopping behaviour and business needs.  
**Results:** Increased retention and AOV through targeted marketing campaigns.
- **Events:** Directing and implementing the end-to-end global trade show and events schedule.  
**Results:** 300% increase in new customers and record orders taken at trade events.
- **Sustainability:** Implementing and leading The Sustainability Committee; holding the company and staff accountable for their eco-promises.

# | PREVIOUS EXPERIENCE |

## VENOM LTD. CREATIVE MANAGER (BRAND & MARKETING)

2015 - 2018

- Heading up a full rebrand of the Valiant brand that sits under the Venom umbrella.
- Company rebrand and rebuild of B2B/B2C website. **Results:** Conversion rate of 6% up from 0.5%
- Owning all creative marketing activity and acting as brand guardian for all four in-house brands as well as licensed partners
- Working in partnership with brands to bring products to market - Orla Kiely, Cath Kidston, ASOS, Joules, Sony and more...
- Managing and collaborating with designers and marketeers (internally and externally).
- Art directing campaigns and photo shoots.
- Designing and executing events & specialist trade shows.
  
- Visiting factories and suppliers in Europe, USA and Far East
- Developing in-house brand guidelines.
- Designing concepts for commercially viable products & packaging.
- Managing PR agencies.

## VENOM LTD. MARKETING & DESIGN EXEC.

2013 - 2015

- Managing two apprentices
- Producing digital and printed marketing campaigns/material in-line with brand guidelines.
- Packaging/product design and development

## INTERNET GIFT STORE DIGITAL DESIGN COORDINATOR

2013

## RMG PROPERTY MANAGEMENT ARCHIVE ASSISTANT (TEMP)

2012

## ARCADIA - TOPMAN VISUAL MERCHANDISER

2011 - 2012

## BOUX AVENUE VISUAL MERCHANDISER

2011

## MONSOON ACCESSORIZE VISUAL MERCHANDISER

2006 - 2008

DAISY  
COOMBES