

## EXPERIENCE

### **GROWTH STRATEGY**

**WATSON ELLIS (2022 - present)**

*Profile: high-end custom suiting atelier, women-focused & style-driven*

- ° ADVISOR TO FOUNDER ON BRAND VALUE POSITIONING, MARKETING, PR, & SOURCING

### **CREATIVE STRATEGY, PRODUCT & MARKETING**

**FREEMANS SPORTING CLUB (2011-2022)**

*Profile: high-end lifestyle brand with a conversion ecosystem pillared in food & beverage, menswear & grooming*  
*Milestones: DTC to wholesale transition, overseas production expansion, retail expansion, corporate acquisition*

- ° STRATEGIZED & DELIVERED GROWTH IN REVENUE, VALUE & CUSTOMER BASE *across*

CUSTOMER EXPERIENCE *prioritizing*

RETAIL & E-COMMERCE RE-DESIGNS *to maximize* LTV VIA MORE LIFESTYLE ENGAGEMENTS  
ELEVATING SALES PHILOSOPHY *towards* PRIVATE, CONCIERGE-STYLE SERVICE

MARKETING *including*

CONTENT DIRECTION *on* SOCIAL MEDIA, E-COMMERCE, CAMPAIGNS, INFLUENCERS  
MONITORING KPIS *across* DIGITAL & IN-STORE DATA  
EXPANDING FUNNEL *particularly* LOYALTY & AWARENESS

PRODUCT *end to end*

PLANNING *for* SALES ANALYSIS & PROJECTIONS, MARGINS, ALLOCATIONS  
DESIGNING *for* TAILORED, SPORTSWEAR, OUTERWEAR, ACCESSORIES (ROLLING DROPS)  
DEVELOPMENT *including* CoG CONTROL, SOURCING, FITTINGS, TECH PACKS  
WHOLESALE & COLLABORATIONS *including* MR PORTER, BLOOMINGDALES, ALDEN

### **EDITOR**

**OUT TRAVELER & TRACE MAGAZINES (2007 - 2009)**

*Profile: luxury travel sister to OUT Magazine, bi-monthly in print*  
*Profile: international arts & culture from 'transcultural' perspective, monthly in print*

- ° CONTRIBUTED EDITORIAL & PHOTO DIRECTION *including*

EDITING, WRITING, PITCHING, MANAGING WRITERS, LAYOUT & DAILY WEB CONTENT  
*e.g.* CELEBRITY INTERVIEWS, CULTURAL JOURNALISM, CURRENT EVENTS, TRAVEL GUIDES

UNIVERSITY OF CHICAGO

MA, HISTORY OF SCIENCE (2009)

WESLEYAN UNIVERSITY

BA, PSYCHOLOGY (2007)

## COMPUTER

ADOBE CREATIVE SUITE	SHOPIFY	MAILCHIMP	GRIDS	CANVA
MICROSOFT OFFICE	SQUARESPACE	KLAVIYO	LATER	AHREFS
INKSCAPE	<i>e.g.</i> SEENIKKORUN.COM	SPROUT SOCIAL	PLANOLY	