

Matt Watson

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A bright, personable senior marketing communications manager, with additional experience in e-commerce management, seeking a new challenge after a short career break. I have extensive and varied experience working in a variety of commercially driven brand communications and marketing positions, including in fashion, premium consumer goods and retail.

Key achievements

- Increasing Hornby Hobbies' online sales by over 100% in first year as part of a new online team
- Managing 6000 international journalists at the London 2012 Olympic Games as part of the Press Operations Team
- Driving the development and marketing of a charity Filofax organiser, generating over £2 million in profit in five years, and over £500,000 in donations for the charity
- Transforming an entire island in the Maldives into a brand experience for Coca-Cola
- Winning *The Weakest Link*

December 2017 – present

Career break due to family illness

April 2014 to November 2017

Online Brand & Content Manager – Hornby Hobbies Limited (Hornby plc)

I joined Hornby as part of a major reorganisation of the business, working with the new Head of Online to establish a new London online office and team for the iconic Hornby Hobbies group of brands - Hornby, Airfix, Humbrol, Scalextric and Corgi.

Through a combination of email and content marketing, re-platforming to a Magento ecommerce platform, implementation of influencer/blog outreach and social media campaigns, and ongoing improvements to UX, taxonomy and product presentation, UK online sales increased from below £2 million to over £5.5 million (96,000 transactions) within 18 months.

Specific responsibility for the establishment and strategic development of online brand content and content marketing, and website product management.

- establishing and managing an online product and content team of four direct reports covering product management, social media, brand content and customer response (forums, Q&A, social customer service etc)
- product management of over 3000 SKUs across .com and .us websites (Magento Enterprise administration) on Hornby.com and sister brand websites
- implementation and direction of social media and influencer outreach activity (organic and paid)
- design and creation of new web content using Magento Bluefoot CMS, Photoshop CC and other site plugins
- development of online brand and product content, weekly brand blog streams (generating over 1,000,000 annual page views)
- creation of new website content applications with external web development agency

August 2013 to March 2014

Marketing Communications Consultant – Radiator PR

The direction of marketing projects for Radiator PR, a boutique brand communications consultancy, including direction of the European media launch event for a new tennis racquet with HEAD Sports and Andy Murray OBE. Other projects included the development of a new event format with MTV Europe, and social media work for Swatch.

February 2013 to July 2013

ModelZone Limited – Online Pre-order Project Manager

Working for (at the time) the UK's largest chain of model and hobby stores, I was the lead project manager on the development of a preordering system for the company's website, allowing consumers to pre-order high value items that would only have limited availability once in stock. This involved liaison and negotiation between numerous stakeholders including web developers, marketing, buying, logistics, retail and finance departments. Within six months the company was holding pre-orders in excess of £500,000.

October 2012 – January 2013

Freelance consultancy

Working on various PR and copywriting freelance work for marketing agencies including Radiator PR and The Ideas Network. Writing press releases and other copy for clients including HEAD Sports, Relentless drinks (Coca Cola GB), Swatch, Filofax, Prestat Chocolates and Emma Bridgewater.

April 2012 to September 2012

London 2012 Olympics & Paralympics - Press Operations Team Leader

The Press Operations team at London 2012 was responsible for coordinating all logistics of the media operation at the Olympic and Paralympic Games. The Main Press Centre at the London 2012 Olympic & Paralympic Games, where I was based, was home to 6,000 international print journalists, operating 24 hours a day during Games time.

Working within the Press Operations management team, my core responsibility was the management of a team of 35 handling the logistics of getting athletes, VIPs and Olympic officials to the MPC from throughout the Olympic Park and outside venues, for up to 25 international media conferences per day.

This involved close coordination between individual venues' media teams, the media representatives of the various country Olympic Committees, security, communications and conference teams. In addition to this daily task, I was also responsible for ad hoc requests and problem solving, from CNN's golf buggy running out of battery to 20 journalists getting stuck in an MPC lift.

March 2011 March 2012

Freelance consultancy

Working on various PR and copywriting freelance work for marketing agencies including Radiator PR, The Ideas Network and Red Rooster PR. Writing press releases and other copy for clients including Nike, G Star Watches, Filofax, Prestat Chocolates and Emma Bridgewater.

January 2004 to February 2011

Filofax Limited – Communications Manager

I joined iconic brand Filofax to overhaul the company's PR strategy, a role which was expanded after a year to encompass the management of the brand's marketing communications and first consumer advertising campaign. My role developed to the position of deputy to the Head of Marketing, with involvement in most areas of brand marketing activity.

- Recruitment and management of external PR agency
- Management of external advertising agency and media buying agency
- Implementation of internal communications strategy

Education

1989 – 1992 University of Bristol Plant Biology & Environmental Microbiology BSc (Hons) II_{II}

1982 – 1989 Lancaster Royal Grammar School 'A' Level Biology, Chemistry, Maths, General Studies

Further information, examples of my work and testimonials are available on www.mattwatson.info and my [LinkedIn profile](#)