

KIERAN WALKER

Director / Head of eCommerce & Marketing
Manchester United | Radley London | Hotel Chocolat

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Summary

20 years' proven experience driving brand growth via marketing & eCommerce within global premium brands. Currently 2 years at Manchester United delivering 100%+ record sales & multiple transformation projects. 5 years prior helping grow Radley London sales by 50% & a web migration, and 10 years at Hotel Chocolat from a start up to a £200m business, plus roles at the BBC & Sky. Qualifications include; an MSc in Marketing Management, a CIM Diploma & a BA Hons degree in Media. A strategic, data driven, organised & proactive problem solver, with brand creative & commercial analytical acumen, & a philomathic passion for digital. Comfortable switching between both annual strategic growth planning for £3m+ budgets into c-suite & transformation projects with teams or tactical daily campaign trading execution.

Experience



Manchester United

Global Head of eCommerce & Marketing

2022 - Present

2 years at the worlds largest sports team, driving record 100% YoY growth from £20m to £40m, with budgets of £3m and teams of 20+. In a role the included breaking all campaign kpi records plus driving delivery of a full eCom migration, bringing it in house for the first time, with new platform, warehouse, logistics, online trading and marketing channels & partners. Plus a record 100%+ commercial partner terms MG.

- **Verticals:** eCommerce Sports, Lifestyle Fashion & Footwear (Plus: Ticketing, USA Tour, App, MUTV Streaming Subscriptions)
- **Achievements:** 2 years of record +100% eCom growth strategy incl kit launches. Driving eCom transformation project, doubling the MG.
- **P&L / KPIs:** £3m+ marketing budgets to drive targets of £40m+, 700k orders, traffic of 40m, 40m+ database, 100m+ social followers,.
- **Transformation Projects:** First inhouse store (Scayle), platform, warehouse, logistics, customer service, brand & marketing migration.
- **ReBrand:** Full eCom rebrand to United Store, positioning, logo, graphics, colours, tone of voice.
- **Brand Content:** Planning, story ideation, organising shoots with players, models, legends, copy, photography, video and design editors.
- **Marketing:** 200+ Campaigns, SEO, PPC, Display, Affiliate, Email, CRM, CDPs, Social, Paid Social, Influencers, App, Analytics, Tags.
- **Online Trading :** 4k skus, Planning product launches, promos, sales, seasonality & club match days & moments, plus daily trading.

R A D L E Y
LONDON

Radley London

Senior eCom & Marketing Manager

2017 - 2022

5 years leading eCom and Marketing Manager at Radley London, one of the Uks leading fashion accessories brands, to annual sales of £20m with a budget of £3m and team of 10+. In addition to key Digital Transformations, i.e Magento in 2 replatform and Emarsys CRM migration. A role that included the eCom P&L for web dev, online trading, brand content & acquisition / retention marketing channels.

- **Verticals:** eCommerce, Premium Fashion & Accessories, High Street Retail, Footwear & Fitness.
- **Achievements:** 5 years growing the private equity brand through covid, migrating the eCom site to Magento 2 & CRM to Emarsys.
- **P&L / KPIs:** £3m+ budget to drive +35% £15m sales & traffic to £20m, +200% database growth from 1m to 3m.
- **Transformation Projects:** Magento 2 eCom platform migration for 2021. Initiation, RFP's, SI's, Discovery, Dev Sprints, UAT. Plus CRM Migration
- **Brand Content:** Planning, story ideation, organising shoots with players, models, copy, photographers, videographers and design editors.
- **Marketing:** 250+ Campaigns through SEO, PPC, Display, Affiliate, Infl, CRM, CDPs, Social, Paid Social, App, Direct Mail, Analytics,.
- **eCom Trading:** 5k skus, Magento 1/2 + AEM CMS, CRO, Products, Category, Merch, Content, Promotions, Campaigns.
- **Marketplaces:** Amazon FBA, £2m sales, Set Up, Inventory, Shipments, Products, A+ Listings, Store, Ads, Orders, Returns.

HOTEL
Chocolat.

Hotel Chocolat

Senior Marketing & eCom Trade Manager

2007 - 2017

10 years from an award winning UK chocolate start up to a global £200m business and Times business of the year. Various eCom and Marketing positions that saw me become a Marketing Manager age 22 leading a team of 5, in a role that included marketing the eCom store, a 100k subscription business, 75x global chocolate Shops & Cafes, London Restaurants & St Lucia Hotels, in addition to Events

- **Verticals:** eCommerce, Food, Gifts, High Street Retail Shops, Cafes, Restaurants, Hotels, Subscriptions, Events
- **Achievements:** 10 years from a start up to a £200m floated company, with 100k subscribers, 100+ stores, cafes and a St Lucia Hotel.
- **P&L KPIs:** £2.5m+ budget towards £20m annual sales & traffic + 40% YoY. Lloyds Online Business of the Year 2016.
- **Transformation Projects:** 2017 Salesforce eCom platform migration, ongoing roadmap, prd's, backlog & sprints.
- **eCom Trading:** 3k skus, Salesforce CMS, products, promotions, category merch, content calendar, campaigns, & a/b test.
- **Marketing:** 1k+ Campaigns through SEO, PPC, Display, Affiliate, Referral, Email, CRM, CDP, Social, Paid Social, DM & In Store Print.
- **Product Owner:** Supported all web dev, including the launch of the new club web platform (with Red Technology) in Jan 2010
- **Web Design:** Designing & coding in Adobe Dreamweaver the new St Lucia Hotel website with a booking engine. HTML / CSS.

BBC Sky **BBC & Sky**

Media Assistant - Nottingham Radio & TV

2005 - 2007

Freelance contracts for 2 years whilst at University working at both the BBC and Sky Sport. Digital radio & TV content creation for BBC Nottingham, East Midlands TV, Football Focus & Sky Sports News HQ in London; including video filming / presenting / editing, radio packages, & online digital content in adobe CS.

- **Production:** Adobe Audition Radio Sound Editing & Adobe Premier Video Editing - recording & editing packages for Radio & TV.

Qualifications

London Southbank University	MSc Marketing Management - 1st	2013 - 2014
CIM & IDM Qualifications	Potgraduate Diploma in Marketing	2010 - 2012
Nottingham Trent University	BA Hons Media Communications 2:1	2004 - 2007
Long Road VI Form Cambridge	A-Levels x3	2002 - 2004
Comberton College Cambridge	GCSE x9 (A-C)	1999 - 2002

Skills

Commercial Governance:

1. **P&L Objectives** - £4m+ budget management, forecasting £50m+, 750k+ orders, 40m databases, 100m followers, invoices & negotiation
2. **Growth Strategy** - Annual growth proposals; Audience, Market, Channel, Customer Lifecycle, Competitor, Brand, Marketing, eCommerce
3. **Stakeholder Leadership** - Leading & Coaching Teams of 15+ & agencies. Linking Creative, PR, Buying, Merch, Warehouse & Finance
4. **Reporting / Presenting** - Board Presentations, Trade Meetings, KPIs, Sales, ROI, Acq vs Ret, KPIs, Attribution, LTV. Analytics & BI Tools.

Marketing Strategy

1. **Campaign Management** - 1k+ campaigns, concept, planning, coordination and briefing of all stakeholders for daily & weekly launches
2. **SEO** - (Search Console & SEMRush.) Strategy; audits, keyword research, onsite optimisation, link building, technical and migrations.
3. **PPC** - (Google Search, Shopping, Display, Video, App) £3m Budgets & £20m sales; Account Set Up, Google Merchant Centre & Optimisation
4. **Affiliate** - (Awin, CJ, Rakuten, Impact) - £2m Sales through new network & agency RFPs, lifting sale active publisher mix, including content
5. **Social** - (Facebook, Instagram, X, TikTok, Youtube, Pinterest) Driving engagement. from 100m+ followers, via Sprout Social / Hootsuite.
6. **Influencer** - Researching & identify high-performing influencers, building impactful partnerships, and driving measurable campaign results
7. **Paid Social** - (Meta Ads Certified, TikTok, Twitter) - £1M Budgets, driving £8m sales, Acquisition & Retention Campaigns.
8. **Display & Native** - (Google 360, Epsilon, Quantcast, Criteo, Outbrain)
9. **CRM** (Emarsys, Braze, Mailchimp) 40M+ Databases; Email, SMS, Life Cycle Automation, RFM, Propensity & LTV. GDPR. CRM Migrations.
10. **CDP's** (Lytics, More 2) Implemented Data Unification, Segmentation and Customer Insights for Greater Marketing Personalisation & ROAS
11. **Other / Offline** - 500k+ Direct Mail, Inserts, Store VM & POS, Telemarketing, Experiential Activations, Events & Partnerships.
12. **Digital In Store** - Implementing Digital POS, eRecipets, One Stock iPad Ordering and Sign Up Competitions
13. **Data, Tags, Analytics & BI** - Best practice set up for Google Tag Manager, Analytics 4, Adobe, Tableau / Data Studio / Power BI.

Brand & Content Strategy

1. **Brand** - Positioning, Values, USP,s Aim & Objectives, Audience, TOV, Fonts, Logo, Colours, Packaging, Photo Style Guide.
2. **Concepts & Storytelling** - Briefing & ideating campaign concepts that create emotion and resonate with audiences.
3. **Photography** - Briefing agencies such as Plan Production; photographers, samples, location, models, hair and make up, stylist.
4. **Videography** - Video production agencies such as Homeground and The Midnight Club to produce hero films.
5. **Graphics / Editing** - Briefing assets to be edited within photoshop / canva for each campaign roll out.
6. **Copy & Editorial** - Creating emotive primary and functional secondary copy in line with tone of voice for products & campaigns.

eCommerce Strategy

1. **Digital Transformation Projects** - Salesforce, Magento 2, Scayle - DTC re-platform migrations. Initiation, RFP's, SIs, Discovery, Dev, UAT, Live
2. **Product Owner** - Agile / Waterfall, Roadmaps, PRDs, Backlogs, Stories, Sprints, Stand Ups, Burn downs. UX, Hosting, PIM, CDN, Payments et al
3. **Buying & Merchandising** - Research, Buying, Supply Chain, Trade Plans, Pricing, Order & Stock Mgmt, WSSI, Analysis, Reporting
4. **Online Trading** -Forecasts, Products, Pricing, Promotions, Attributes, Category, Merch, Content, Site Search, CRO & VM strategies.
5. **Marketplaces** - Amazon FBA - £2m sales, Set Up, Shipments, Inventory Merch, A+ Listings, Store, Ads, Reviews, Reports
6. **Warehouse** - (GXO) warehouse operations migration RFP; inventory management, order fulfilment, shipping, and safety protocols
7. **Shipping** - (Gloabl E / DHL) Experience onboarding new 3PL suppliers during transformation projects
8. **Customer Service & Reviews** - (Zendesk, Feefo, Trustpilot, Yotop) - Managing one stop resolution customer service teams towards KPIs

Other

1. **Microsoft**; - Outlook, Word, Excel, Powerpoint & **Adobe Creative Suite**; Photoshop, Illustrator, InDesign, Dreamweaver, Audition & Premier
2. **Selected Other**- Canva, CapCut, Atlassian Jira / Confluence / Trello, Midjourney,
3. **Private Web Dev** - Private Shopify & Wordpress developer with a number of private clients. HTML, CSS. Plus private Amazon FBA.

References

References available upon request from Manchester United Football Club, Radley London & Hotel Chocolat.
In addition to reviews on Linked in. Thankyou, and I look forward to hearing from you.

Kieran Walker