

Katie Rowland

PERSONAL STATEMENT

- 360° brand expert specialising in the jewellery sector with solid experience across soft accessories, scarves & perfume, with the ability to design and create products with a strong brand identity that can cut through in a competitive market
- Consumer-centric and commercial orientated mind-set to deliver long-term sustainable growth
- Dynamic leader that believes in cultivating an empowered and enabled team that is highly collaborative and performance driven

CAREER PROGRESSION SUMMARY

2020 Head of Creative
Astley Clarke Ltd.

2019 Director of Design
Atelier Swarovski (18mths)

2016 Head of Brand & Creative
Lark & Berry Ltd.

2015 Jewellery & Hardware Director
Sophie Hulme Ltd.

2011 Creative Director & Founder
Katie Rowland Jewellery Ltd.
Stocked in Liberty, Harrods, Harvey Nichols, ShopBop, Lane Crawford, 10 Corso Como amongst other premium global retailers.

2009 Freelance Design Director & Brand Consultant
Working with the likes of John Lewis, Agent Provocateur, Hello Kitty, ASOS, Dominic Jones, Giles Deacon, Daisy Jewellery, Mary Portas.

2003 Freelance Creative Director

PROFESSIONAL EXPERIENCE

HEAD OF CREATIVE, ASTLEY CLARKE LTD.

August 2020 - present day

Reporting to CEO & Board with dotted line to Board Chairman (Aeternum Holdings), appointed to strategically lead the brand refresh, creative vision, product direction & development across multiple business functions to reposition the brand and deliver fast commercial growth.

Reporting lines - Creative Team

- 1 x Mid-weight Graphic Designer
- 1 x Social Media & Content Manager
- 1 x Brand Communications Manager
- 1 x Freelance Copywriter
- 1 x Creative Production Assistant
- 4 x Freelance Photographers/Videographers
- 2 x Freelance Jewellery Designers
- 1 x NPD Executive

RESPONSIBILITIES

Creative & Brand Responsibilities

- Conceptualised and led brand refresh and repositioning, including product design, image direction, marketing assets and brand messaging across all touchpoint (in-store, D2C, 3rd party stockist etc) as well as managing external brand and PR agencies (UK & US)
- Strategised, developed and oversaw the new brand creative vision and guidelines with a specific focus on product marketing and sustainability, including new sustainable & recyclable packaging as well as other sustainability-led materials and solutions
- Conceptualised and directed all brand campaigns and the creation of all marketing assets
- Developed and oversaw all go-to-market strategies from product design & direction to product marketing across all channels inc. all content creation (paid & organic), brand partnerships and collaborations inc. influencer programs
- Directed and oversaw the development of the new brand communications strategy, ensuring all new product developments are communicated with new positioning and key messages
- Developed and oversaw all marketing programs and activities, events (on & offline), trunk shows, in-store activations, visual merchandising including those with retail partners and concessions
- Developed and oversaw brand vision for omni-channel retail ensuring all brand touchpoint are aligned, including new flagship store in Covent Garden, VM and packaging and collection launches
- Oversaw all reporting, KPI's, planning and creative business performance managing a budget of £750k

Product Responsibilities

- Implemented the new product strategy across both silver and 14k categories, to target millennial consumers and re-establish the brand's heritage celestial motifs and design handwriting in over 600 lines
- Developed and identified new product opportunities, ensuring the mix is relevant for UK and global consumers in both silver and 14k - on and offline

ACADEMIC HISTORY

BTEC National Diploma Jewellery Design
2006 Central St Martin's

Creative Pioneer Program for Entrepreneurs
2003-2004 NESTA (National Endowment for Science, Technology & Art)

BA (Hons) Graphic Design: 2.1
2000 - 2003 Kingston University

BTEC National Diploma Art Foundation: Distinction
1999 - 2000 Manchester University

A-Level English Literature, Fine Art with Art History, Business Studies & General Studies: B - C
1997 - 1999 Marple Ridge Danvers

9 GCSE's: A* - B inc. Maths, English, Science
1991 - 1997 Hazel Grove High School

PROFESSIONAL DEVELOPMENT

Brand Management: Aligning Business, Brand and Behaviour
September 2022 University of London, London Business School

Safeguarding Training
September 2022 Groundwork London

De Beers Diamond Foundation Course
July 2020 De Beers Group Institute of Diamonds

Swarovski Project Management Training (Prince 2)
January 2020 Swarovski Int. Ltd.

VOLUNTEERING

Covid-19 Response Volunteer:
Resident Check-In & Delivery Driver, Waltham Forest Council 2020 - present day

Cancer Research Volunteer:
Sales, Stock & Visual Merchandising, Marylebone Flagship 2011-2013

- Introduced and oversaw all Sustainability planning and objectives
- Identified and implemented new opportunities in sustainability for product development inc. recycled metal sourcing and created stones
- Oversaw all product development, sampling cycles, launches and introduced a design-to-cost approach to improve margins
- Oversaw all reporting, KPI's, range plans and assortments across all product ranges and their delivery to market with a development budget of £80k

ACHIEVEMENTS

Creative & Brand

- Successfully designed, opened and launched Flagship store in Covent Garden with £80k budget
- Implemented first 360° Christmas Campaign '21: 'Christmas Made Precious' resulting in 27% uplift
- Centred around the hero locket category, implemented the first 360° Mother's Day Campaign '22: 'Your Story. Beautifully Told,' partnering with Birchbox for a sell-out GWP which drove AOV up by 51% & successfully designed & launched new locket line resulting in best performing newly launched locket taking a third of all sales & currently still sitting in top 3 SKUs
- Oversaw the implementation of a successful Influencer affiliates program driving strong uplift in traffic and conversion, resulting in a more efficient cost per acquisition (CPA reduction of 46% compared to company average)

Product

- Undertook sustainability audit resulting in certification from the Responsible Jewellery Council
- Developed new core lines - redefining look and feel of best selling products focusing on recycled silver & 14K
- Reduced COGS up to 40% across key lines by moving to new suppliers & reworking designs
- Negotiated improved margins with suppliers across collections averaging 79% margin up from 71% (target by 2023 80%)
- Optimised development cycle from 18mths to 10mths for silver lines to become more agile and consumer-centric
- Streamlined sampling by 30% realigning department costs

DIRECTOR OF DESIGN, ATELIER SWAROVSKI (Swarovski Int. Ltd.) April 2019 - August 2020

Reporting to Creative Director, Nadja Swarovski, member of the Swarovski Executive Board, led the design strategy, team and execution of Atelier Swarovski Fine & Fashion Jewellery (inc. Accessories & Home Decor) with 5 direct reports and 10 global freelancers with a development budget of £1.5m.

- Developed and implemented fine jewellery strategy to target millennial consumers with design-led product at approachable price points with a sustainability focus using Swarovski Created Diamonds, Created Gemstones & Recycled Metal leading to improved sales and increased margins within fine category
- Created and implemented consumer-centric fashion jewellery strategy - leading to 80% overall increase in sales within Swarovski CGB (Consumer Goods Business) stores
- Led on external Designer and Celebrity collaborations, including the Penelope Cruz partnership which became the best-selling collection exceeding all sales expectations

ACHIEVEMENTS & AWARDS

- **2019 Goldsmiths Craft & Design Council Award:**
The Graff Jewellery Award for the 'Bow' Asymmetric Diamond Suite
- **2013 Finalist UK Jewellery Awards:**
Designer of the Year
- **2010 HOT 100 by Professional Jeweller:**
'NexGems'
- **2010 UK Jewellery Awards:**
New Designer
- **2010 UK Jewellery Awards:**
Catwalk Jewels
- **2009 & 2010 Lonmin's Design Innovation Award for Platinum:**
Emerging Designer Category
- **2009 COUTTS New Jeweller Award**

TECHNICAL SKILL SET

- Adobe Creative Suite and MS Office (Mac)
- Design, drawing, illustration & typography
- Photography
- Art direction

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- Lead on all Red Carpet & High Jewels with a focus on sustainable, up-cycled and created materials for responsible marketing, whilst reducing COGs by 30%
- Managed design to cost ratio on collections without compromising on creativity - leading to improved margins (upwards of 20%)
- Oversaw supplier management within fine jewellery leading to improved margins & delivery
- Optimised budgets and timelines, as well as streamlined materials, including components, gemstones, crystal and materials to strengthen brand coherency and improved COGs up to 25%
- Led as well as advised on process, chain of custody for responsible sourcing and due diligence of the supply chain, including implementation of responsible business practices which resulted in Responsible Jewellery Council certification
- Implemented cloud based working practices including new PLM (Product Life Cycle Management) fine jewellery application leading to an accurate streamlined and trackable process

HEAD OF BRAND & CREATIVE, LARK & BERRY LTD.

November 2016 - March 2019

Reporting to the founder from the inception of Lark & Berry - a disruptive, challenger brand pioneering the use of lab-created diamonds and precious stones in fine jewellery.

- Oversaw all elements of the brand go to market strategy - from concept to launch (including launch at Cannes Film Festival)
- Conceptualised and created strategic brand messaging and voice with a focus on strong CSR brand credentials and storytelling alongside a directional design aesthetic: 'Cool. Clean. Cultured.'
- Created and implemented fine piercing strategy, 'Ear Envy,' to introduce target millennial consumer to created diamonds at approachable price points - becoming key driver of all sales
- Oversaw all brand functions: creative design & direction, product, marketing, digital, social, PR and commercial, to ensure cohesive brand strategy deployment
- Oversaw and fostered third party relationships to establish brand-aligned collaborations
- Oversaw multi-channel brand content creation including: influencer, organic social, e-commerce, in-store and advertising
- Responsible for all elements of the design process and creative brand design identity for all product ranges - from market research and trend analysis, seasonal creative direction, conceptual sketching, technical specification, to sampling and manufacturing
- Managed the recruitment for all internal functions to establish a dynamic infrastructure and streamlined internal working processes
- Oversaw multi-channel distribution, including freestanding flagship store launch (Marylebone, London), brand e-commerce and all third party retailers
- Oversaw store pop-ups with key collaborators
- Implemented set-up of piercings within the store and external 'piercing parties' inc. legalities & regulations as well as qualified personnel
- Agile budget management