

# Imogen Trevelyan

Brand Manager



## PROFILE

Brand manager with four years of experience in FMCG, currently looking after two skincare lines at a business turning over £86 million annually. I've taken products from brief through launch and managed above-the-line campaigns with media budgets up to £1.2 million. Most comfortable when digging into shopper data to figure out what's actually driving purchase, then building the creative around that.

## EDUCATION

### BSc (Hons) in Business Administration

University of Bath, Bath  
Sep 2016 – Jun 2020

## SKILLS

- Brand Strategy & Positioning
- Campaign Management (ATL & Digital)
- NPD & Product Launch
- Nielsen, Kantar & IRI Data
- P&L Management
- Agency Management
- Shopper Marketing
- Consumer Insights & Research
- PowerPoint & Storytelling
- Trade Marketing

## LANGUAGES

- English (native)
- Spanish (basic)

## REFERENCES

### Rachel Adebayo

Marketing Director, PZ Cussons  
rachel.adebayo@pzcussons.com,  
+44 7700 900 617

### James Whitfield

Senior Brand Manager, Premier Foods  
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## CONTACT

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## EXPERIENCE

### Brand Manager, PZ Cussons, Manchester

Apr 2023 – Present

Manage the St. Tropez and Sanctuary Spa brands across UK retail and DTC channels.

- Led the St. Tropez summer campaign (TV, digital, in-store) with a **£1.2 million media budget** – brand awareness lifted 9 points in target demo
- Launched 3 new SKUs into Boots and Superdrug, achieving **£2.4 million first-year retail sales**
- Managed agency relationships with Havas and a PR agency – coordinated **14 influencer partnerships** for the Sanctuary Spa relaunch
- Run monthly brand health tracking and present to the **UK leadership team quarterly**

### Assistant Brand Manager, Premier Foods, St Albans

Sep 2021 – Mar 2023

Supported the Mr Kipling and Cadbury Cakes brand teams across NPD, trade marketing, and campaign execution.

- Coordinated the Mr Kipling "Life is Better with Cake" campaign refresh – contributed to **4.2% volume growth YoY**
- Ran the packaging redesign project for 8 Mr Kipling SKUs, managing timeline across **3 external agencies**
- Built the quarterly category review deck using **Nielsen and Kantar data**, presented to Tesco and Sainsbury's buyers

### Marketing Graduate, Reckitt, Slough

Sep 2020 – Aug 2021

Rotated across the Dettol, Finish, and Vanish brand teams during the 12-month graduate programme.

- Assisted with the Dettol hygiene campaign during COVID – managed **in-store POS rollout** across 4,000+ locations
- Analysed **IRI sales data** weekly and flagged distribution gaps that led to 2 corrective actions with Asda

## CERTIFICATIONS

**CIM Certificate in Professional Marketing**, Chartered Institute of Marketing

Jan 2022 – Dec 2022

**Google Ads Search Certification**, Google

Jun 2023 – Jun 2024

## PROJECTS

### St. Tropez Summer Campaign 2024

Jan 2024 – Aug 2024

Led the full integrated campaign from consumer insight through to in-store activation.

- Managed a **£1.2 million budget** across TV, VOD, social, and Boots in-store
- Brand awareness increased **9 percentage points** in the 18-34 female demographic
- Campaign contributed to a **12% sales uplift** during the May-August peak period

### Mr Kipling Packaging Refresh – Premier Foods

Mar 2022 – Oct 2022

Managed the redesign of packaging across 8 core SKUs to modernise shelf appeal.

- Coordinated **3 agencies** (design, structural, print) across a 7-month timeline
- Ran 2 rounds of **consumer testing** with 400 respondents – final design scored 18% higher on "premium" perception

## EXTRA CURRICULAR ACTIVITY

### Committee Member – Marketing Society Young Marketers

Jun 2022

Help organise quarterly networking events for early-career marketers in London. Events typically draw 60-80 attendees.

### Parkrun Volunteer – Finsbury Park

Jan 2021

Weekly volunteer marshalling and timekeeping at Finsbury Park parkrun. Helped coordinate the 10th anniversary event with 430 runners.