

## Affiliate & Partnership Sales | High-Impact Negotiation | Revenue Growth Strategy | Strategic Partnerships

I am a highly driven and strategic professional with a strong ability to blend analytical expertise with creative execution. My passion lies in securing and managing high-value partnerships that drive revenue and long-term brand impact. I thrive in negotiation and deal-making, ensuring win-win collaborations with influencers, affiliates, and strategic partners. My expertise spans partnership management, performance-based marketing, and data-driven campaign optimisation, all aimed at maximising acquisition and profitability.

Experienced in working with global teams and executing partnership strategies remotely for International brands.

With a collaborative and results-oriented approach, I excel at developing innovative sales and marketing strategies that enhance brand positioning and drive measurable outcomes. I am eager to transition into affiliate partnerships and sales marketing, leveraging my experience in influencer marketing to build scalable, revenue-focused programs

## Signature Achievements

- **Scaling an Influencer Marketing Program**  
Scaled the influencer marketing program at Who Gives A Crap from ad-hoc partnerships to a structured, performance-based acquisition channel, contributing to consistent revenue growth.
- **Customer Acquisition**  
Negotiated celebrity collaborations that enhanced brand credibility and drove significant spikes in customer acquisition.
- **ROI through optimisation of marketing campaigns**  
Refined paid marketing spend through data-driven optimisation, improving campaign ROI and marketing efficiency.

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## Career experience

Who Gives A Crap  
Influencer & Affiliate Strategist

February 2025 – Present

- Lead strategic influencer and affiliate partnerships, negotiating contracts to maximise revenue and performance impact.
- Developed and optimised a performance-based influencer program aligned with affiliate sales objectives.
- Manage partnerships with key influencers and affiliates to drive customer acquisition and increase brand reach.
- Leverage data insights to refine marketing spend and increase conversion rates.
- Work closely with digital marketing and paid media teams to integrate affiliate strategies into broader acquisition efforts.
- Proficiency working with and using CreatorIQ, Aspire, Awin and Impact.

### Key Achievement:

- Secured high-profile influencer collaborations, including celebrity partnerships, significantly increasing customer acquisition.

- Led data-driven marketing strategies and acquisition campaigns, optimising digital engagement.
- Developed high-performing video content briefs for social media, TV, and digital ads.
- Managed influencer partnerships, ensuring alignment with marketing goals.
- Established foundational tracking systems for influencer performance and ROI measurement.
- Worked across AU, US UK & EU.

**Key Achievements:**

- Scaled influencer marketing as a core acquisition channel, significantly improving efficiency.
- Refined budget allocation strategies, leading to higher ROI on marketing spend.

- Managed social media campaigns and influencer partnerships to promote films.
- Conducted market research and competitive analysis to refine marketing strategies.
- Developed and executed digital marketing initiatives, increasing audience engagement.
- Presented reports to stakeholders and communicated findings at board meetings.

**Key Achievement:**

- Strengthened industry influencer relationships, driving brand awareness and audience reach.

- Launched and managed a sustainable swimwear brand, leading marketing and partnership strategies.
- Developed an SEO-driven content strategy that increased organic website traffic.
- Secured press coverage and media interviews, elevating brand visibility.

**Key Achievement:**

- Successfully built a self-funded brand while managing academic and business responsibilities.

Education

MA Hons. History of Art & English Literature – Class Award (2:1)  
University of Edinburgh

A Levels: History of Art, English, Religious Studies  
AS Level: Art  
Cheltenham Ladies College

Proficiencies

Revenue Growth & Performance    Revenue Generation & Conversion Optimisation  
ROI Analysis & Budget Optimisation  
Affiliate Sales & Performance Metrics  
Customer Acquisition Strategies

Negotiation & Strategic  
Partnership

Contract Negotiation & Deal Structuring  
Securing & Managing High-Value Influencer & Affiliate Partnerships  
Long-Term Relationship Management  
Business Development & Partner Expansion  
Cross-Functional Collaboration (Sales, Marketing, Product)

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Marketing & Campaign  
Execution

Affiliate & Influencer Marketing Strategy  
Performance-Based Campaigns  
Digital Marketing & Lead Generation  
SEO & SEM for Affiliate Growth  
Multi-Channel Marketing Execution  
Marketing Collateral & Content Development