

# LAUREN O'CONNOR

Brand, Marketing, Communications

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## About Me

I am a highly adaptable and fast learner with strong organisational skills and a deep passion for interior design. In my most recent roles, I was able to unite my marketing expertise with this passion, working first with a practice focused on the new homes sector, and later with a House & Garden Top 100 Interior Design Studio. These experiences have allowed me to gain valuable insight into the unique dynamics of the interiors industry, from high-end residential projects to show homes and large scale property developments.

My previous experience extends across a range of industries and organisations of varying scales; an industry leading e-commerce site with established marketing department and multi-million turnover, a small charity within a large university, and a rapidly growing start-up. Each role has given me a wealth of experience and understanding of managing marketing teams with different audiences, and resource and budget constraints.



### Communications Manager

Sims Hilditch – Cold Ashton

*April 2023 to April 2024 (Maternity Cover for Head of Brand & Communications)*

Sims Hilditch is a leading interior design studio specialising in timeless British design. The studio works on projects from sprawling country estates, to London townhouses, and properties overseas. My role was brought in to cover for the Head of Brand Communications and bring fresh insight and digital expertise to the well established marketing function.

### Specific Achievements

- **Brand Photography & Content Creation:** Directed and coordinated high-end photo and video shoots with renowned interiors photographers, crafting comprehensive shot lists to deliver compelling brand narratives across web, social, and print channels. Resulting imagery was featured in leading design publications, including House & Garden and Homes & Gardens, amplifying the studio's brand visibility and editorial reach.
- **Improving Efficiency:** Enhanced operational efficiency across marketing, new business, and design teams through the implementation of new digital tools and systems, including DASH (asset management) and Klaviyo (CRM and email marketing). Introduced and onboarded a new digital agency to improve website functionality. Streamlined internal workflows and improved cross-departmental collaboration, enabling faster content delivery and more effective client communication.
- **New Business Wins:** Secured five new client projects through strategic marketing initiatives across social media, PR campaigns, and website-driven conversions. Strengthened the studio's digital presence and brand positioning, directly contributing to measurable business growth. Partnered with the Head of Client Relationships to design a compelling credentials presentation, elevating the studio's brand storytelling and strengthening pitch success with prospective clients.

- **Brand Activation & Collaboration – Sims Hilditch x Rolls-Royce:** Led a high-profile brand collaboration between Sims Hilditch and Rolls-Royce to deliver the showroom's Christmas window display and seasonal activation. Project managed the full design and implementation of an immersive Alpine Sitting Room concept, showcasing the Sims Hilditch aesthetic within Rolls-Royce's Mayfair flagship store. Coordinated all elements of the activation, including visual merchandising, installation logistics, branded gift bags, and digital video content streamed in-store throughout the winter season. Strengthened brand visibility and introduced Sims Hilditch to new luxury clientele, fostering valuable relationships within the Rolls-Royce network.
- **Award Recognition:** Led successful award submissions, securing prestigious accolades including Andrew Martin Top 100 Designer and Homes & Gardens Kitchen of the Year, enhancing the studio's national and industry profile.
- **Onboarded New PR Agency:** Worked collaboratively to develop and implement a refreshed communications and media strategy targeting new, high-profile publications. Successfully secured editorial coverage across leading national and international titles including House & Garden (online and print), Country Living, Country & Town House, Scottish Homes & Interiors, Homes & Gardens, and Veranda.
- **Website Launch:** Delivered and launched the Sims Hilditch e-commerce platform within a four-month timeframe, overseeing design and development in collaboration with a web developer on Shopify to showcase and sell Sims Hilditch-designed furniture and exclusive home décor collaborations with leading industry manufacturers, reaching both existing clients and new audiences.



## **Digital Marketing & E-Commerce Manager**

Andrew Henry Interiors and Thread & Dandy – Bristol

*April 2022 to October 2022*

Andrew Henry Interiors is a leading interior design agency specialising in interiors for the new homes industry as well as bespoke projects for private clients. My role was brought on to run the marketing function for the interior design business and launch their soft furnishings venture, Thread & Dandy.

### **Specific Achievements**

- **Project Roadmap:** Created a long term project roadmap and growth strategy across product and marketing for Thread & Dandy which focused on SEO, PPC, Influencers, Social, and Email as well as website optimisations and improvements to the product offering to ensure the products aligned with design trends and search insights.
- **Website Launch:** Went live on the Thread & Dandy website. Implemented SEO across product pages and created category landing pages based on popular search terms and fabric designs to improve keyword visibility. Worked with web developer to introduce improvements for UX and UI. Created blog posts and pillar content to drive long term organic growth. Launched PPC campaigns across Google and Social for brand awareness, lead generation, and conversions. Created a welcome series, abandon cart email, newsletter, and follow up email series to increase brand engagement and generate conversions. Launched incentive based influencer campaigns to drive awareness amongst audiences with an interest in interior design.
- **B2B Offering:** Created personalised content across digital and print for housing developers and their customers to inform them of the Thread & Dandy service for new homebuyers. Worked with the Head of Design to curate fabric collections and pattern books for use on-site.
- **Social Media:** Introduced a more collaborative approach between Marketing and the Interior Design team to create more design led content across social, and report engagement back to the team about their projects. Increased Instagram engagement through use of reels and stories by over 500% on reels vs. posts.



## Marketing and Events Manager, Visiting Team

Candide - Bristol

*October 2019 to November 2021*

The Visiting Team at Candide supports gardens with technology, services, and marketing consultation to sell tickets, drive visitor footfall, and enhance the visitor experience. Worked as the Marketing Manager for a cross-functional Product Team using Agile methodology. Started as the single member for the Marketing Team and grew it to a 5 strong team of marketing specialists.

### Specific Achievements

- New Website and CMS: Led replatforming project from bespoke CMS to Wordpress to increase flexibility and drive organic growth. Increased traffic and conversion rate to ticket sales increased by 8% in first 6 weeks.
- Growth Strategy: Created B2C growth strategy and campaign ideation across PPC, Social Media, and Organic channels. Sales through marketing channels increased by 400% YoY, generating £200k in sales. Ensured all activities aligned with business goals to drive ticket sales and enhance the visitor experience.
- Lead Generation: Supported client wins including Blenheim Palace and Chelsea Physic Garden with bid writing, B2B landing pages, and lead capture.
- Organic Reach and SEO: Increased organic reach to garden profiles 100% YoY through SEO optimisation strategy. Sales through marketing channels. Increased web sessions by 150%, keyword visibility by 22%.
- Visitor Experience Campaigns: Created engagement campaigns across digital and print at major UK gardens Eden Project, Blenheim Palace, and Chelsea Physic Garden. Increased Candide app downloads and audio tour listens by 79% on YoY.



## Marketing and Communications Manager

The SU University of Bath - Bath

*August 2018 to October 2019 (FTC Maternity Cover)*

The SU University of Bath is an award-winning students' union which exists to promote the interest and welfare of students, and provides support, experiences, and opportunities for students to get involved in their community. Headed up a fast-paced marketing department with line management of 4 members of staff. Led and executed the strategic and operational communications and marketing plans for the student union and provided marketing consultation to all SU departments to increase engagement and ensure brand guidelines were followed. Responsible for the marketing budget and maximising advertising income and opportunities for The SU Bath.

### Specific Achievements

- Video Strategy: Created new video strategy to promote The SU Bath in a more effective and engaging way. Encouraged discontinuation of paper guide to reduce print output and be more sustainable.
- Email Strategy: Implemented new dynamic email strategy and tool to enable effective email segmentation and targeting. Improved email open rate by 25%.
- Communications Strategy: Led the new communications strategy for The SU Bath for a more inclusive and welcoming tone of voice.
- Farmers' Markets: Implemented new processes for risk management. Grew the event to maximise the impact and benefits for students as well as the commercial value to The SU. Strengthened relationships with vendors and stakeholders for the successful running and continuation of the market.



## Marketing Executive

Alexandra - Thornbury

*February 2017 to August 2018*

Alexandra is a market leading workwear manufacturer and E-Commerce site supplying both B2B and B2C.

### Specific Achievements

- Campaigns: Supported B2B and B2C print and digital campaigns. Created automated email campaigns for B2B trade shows increasing lead gen CTRs by 25%.
- PR & Events: Managed £200,000 exhibition budget, negotiating spaces and pricing. Overhauled the Alexandra exhibition stand design and with external contractors. Created and implemented a new exhibition process and stand guidelines in alignment with company brand look & feel. Produced twice-yearly company conference for 200+ delegates, organising catwalks and conference activities and working with external contractors for staging, sound, and lighting requirements.
- Social Media: Launched Facebook and Instagram profiles and built social media strategy across all social platforms to increase brand awareness and improve customer service.
- Copywriting: Created content for new corporate website, digital and print campaigns, PR and catalogues. Planned and executed new B2B and B2C content strategy to include new case studies, a blog, product editorials and stories.

## Education, Qualifications, and Skills



BA Hons History & Philosophy of Art and Spanish (2:1)

*University of Kent, Canterbury*

Erasmus Year Abroad, Translation and Interpreting (2:1)

*Autonomous University of Barcelona, Barcelona*

*3 A Levels, 1 AS Level, 11 GCSEs A\*- B*

*Newlands Girls' School, Maidenhead*



Diploma in Interior Design (Currently Studying)

*Interior Design Institute*

Advanced SEO

*Udemy*

Foundation Certificate in Marketing (Distinction) Advanced Content Strategy

Advanced Copywriting

Social Media Marketing

*Chartered Institute of Marketing (CIM)*



**Analytics and Tracking** *Google Analytics, GA4, Google Data Studio, Big Query, Google Trends, AHREFS, Mixpanel, Semrush, Adjust, Ubersuggest, Hootsuite, Meltwater/Sprout Social, Planoly.*

**Paid Media** *Google Ads, Bing Ads, Facebook Business Manager.*

**CRM and Email** *Klaviyo, Mailchimp, Hubspot, Dotmailer, Zoho.*

**Social Media** *Facebook, Instagram, LinkedIn, YouTube, Pinterest, TikTok.*

**Website** *Wordpress, Shopify, Umbraco, Custom CMS, Wix*

**Creative** *Adobe Photoshop, InDesign, Premier Pro, Illustrator. Canva, Prezi.*

**Microsoft Office** *Word, Excel, PowerPoint, Publisher, Outlook, Teams.*