

ALAN TYLDESLEY

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SUMMARY

Senior international brand and marketing leader with 19 years' experience building and scaling premium brands across luxury, retail and global platforms. Known for shaping brand repositioning and brandformance strategies, and leading large, cross-functional teams to design the operating systems that turn ambition into measurable growth — including €22M in new customer revenue following a global repositioning, and 350% increases in marketing output through AI-enabled models. A trusted partner to global and regional leaders, blending brand judgement, commercial rigour and data to drive growth across complex, multi-market environments.

EXPERIENCE

SENIOR STRATEGIC MARKETING & CONTENT MANAGER, CREATORS

AMAZON

June 2024 – December 2025

- Led multi-channel content and strategic marketing initiatives for the Amazon Associates program across 9 EU markets, managing a \$2M annual budget.
- Directed a cross-functional team to establish creator management excellence and negotiation frameworks, driving a 26% increase in program perception and \$3.2M revenue uplift.
- Boosted creator engagement from 26% to 38% through a personalized eCRM lifecycle strategy and scaled email output by 350% via a proprietary AI-powered production system.
- Pioneered an AI-powered content generation and automated workflow system, increasing open rates from 2.8% to 7.4% within three months.

MARKETING & BRAND STRATEGY

A/TY MARKETING

August 2023 – June 2024

- Delivered cross-channel marketing strategies for premium brands on a freelance basis, enhancing visibility and audience engagement.
- Led the rebrand, website, and social media strategy for a European winery and spa, driving a +400% social media following growth in 3 months.
- Developed a luxury fashion brand bible for Harrods, redefining tone of voice, visual identity, and engagement strategy for a new generation.
- Implemented targeted customer acquisition campaigns that increased new user sign-ups by 20%.

CATEGORY DEVELOPMENT OFFICER

SPOTIFY

December 2022 – June 2023

- Spearheaded EMEA retail and travel category development, conceiving commercial growth strategies, meaningful industry narratives, and compelling thought leadership.
- Utilized complex data and insights to deliver a 15% increase in luxury retail revenue over five months and £1.1M in Gen Z targeted campaign revenue.
- Cultivated lucrative business relationships with senior retail leaders and drove thought leadership through public speaking engagements.
- Forged cross-market partnerships with key retail and travel brands, leveraging emerging consumer trends to expand Spotify's share within priority verticals.

HEAD OF BRAND MARKETING & PR

LAMPOO

November 2021 – December 2022

- Defined and scaled this second-hand luxury re-commerce business with limited budget and resource, reporting directly to the CEO.
- Rebrand: Mined customer insights to inform a repositioning as a sustainable luxury resale platform.
- Team Leadership: Defined commercial needs and assembled a team of 5, supporting them to navigate the challenges of start-ups in a tough economy.
- European Launch: Defined and led the EU launch, growing social media following by 500% and revenue by 300% YOY.

GROUP MARKETING & COMMUNICATIONS

HARRODS

June 2019 – November 2021

- Orchestrated high-value talent and luxury brand partnerships with Dior, Gucci, and Fendi, defining quality standards for premium content and high-impact campaigns.
- Defined Harrods' sustainability and circular fashion positioning, driving a 68% sell-through and improving brand perception by 22%.
- Managed luxury fashion circularity partnerships including MyWardrobeHQ and The Restory to integrate resale and repair services into the flagship retail ecosystem.
- Directed multi-channel integrated campaigns and experiential programs that aligned brand ambition with commercial outcomes across digital, social, and physical retail.

GLOBAL BRAND MARKETING MANAGER

YOOX NET-A-PORTER GROUP

September 2016 – June 2019

- Managed a £6m global marketing budget and commercial growth targets, driving €22m in new customer revenue.

- Led global brand strategy and integrated marketing programmes across EMEA, APAC and the US.
- Expanded and led a high-performing international marketing team of 13 people, strengthening capability and operational excellence.

GROUP BRAND MANAGER

EDWARDIAN GROUP

February 2014 – September 2016

- Directed a high-impact luxury hospitality rebrand across hotels and restaurants.
- Launched three restaurant chains with all delivering at least 20% over target in the first year.
- Led cross-channel brand transformation, increasing brand visibility and engagement.
- Managed and mentored a multi-disciplinary marketing team, improving creative output.

GLOBAL ACCOUNT DIRECTOR

GREY

September 2011 – February 2014

- Managed the global fragrance marketing strategy for HUGO BOSS across brand storytelling, creative development, and global market launches.
- Global fragrance and luxury account leadership for HUGO BOSS within the P&G portfolio.
- Awarded the P&G Rising Stars award recognising exceptional contribution and potential.

SENIOR ACCOUNT MANAGER

YUCCA BRAY LEINO

February 2007 – September 2011

- Led digital strategies and execution, driving online engagement and customer conversion, and managed integrated campaigns to meet and exceed client objectives.
- Managed high-value client accounts, delivering integrated marketing campaigns that consistently exceeded conversion targets.

EDUCATION

PSYCHOLOGY BSC

University of Warwick • 2005

A-LEVELS: MATHS, PSYCHOLOGY, SPANISH & GENERAL STUDIES

Truro College • 2001

developed and implemented negotiation frameworks and creator quality frameworks to enhance creator engagement and content standards.

SKILLS

- Marketing & Strategy: Global Brand Strategy, Influencer Marketing, Strategic Partnerships, Campaign Management, Content Strategy, Market Penetration.
- Growth & Leadership: Data Analysis, KPI Tracking, Global Team Leadership, Talent Agency Relations, Coaching & Mentorship, Stakeholder Management.
- Digital & Technical: Digital Marketing, Social Media, Creator Ecosystems, Advanced Negotiation, Generative AI.