

NANNA LOUISE JUST LUCAS

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Flat 119, Great Arthur House, Golden Lane Estate, EC1Y 0RH London.

Motivated, detail-oriented marketing professional with 8 years of experience in fashion and jewellery, specialising in brand strategy, PR, and campaign execution. Skilled in media relations, influencer marketing, and cross-functional. Recently completed a Master's in Marketing Management with a dissertation focused on luxury brand marketing.

PROFESSIONAL EXPERIENCE

GUEST LECTURER

EASV University Denmark - Feb 2025

- Invited to deliver a guest lecture on my dissertation topic, "Creating Hybrid Working Methodologies in Luxury Fashion Marketing," for bachelor's students.

EXTERNAL EXAMINER - BACHELOR'S DEGREE IN DESIGN AND BUSINESS - FREELANCE

Erhvervsakademiernes Censorsekretariat - Apr 2023-Now

- I assess final exams and projects in Design and Business at Danish universities, focusing on Branding, Marketing Management, and Creative Branding.

MARKETING AND PR CONSULTANT - FREELANCE

Dower & Hall - June 2024- August 2024 - Contract during Master's semester break

- Initiated a large-scale influencer collaboration with Team GB athletes from the 2024 Olympics, securing unpaid partnerships through strategic outreach and personalised communication.
- Developed and implemented monthly tracking reports for PR activities and social media performance, ensuring data-driven strategy adjustments.
- Optimised the brand's Instagram strategy by streamlining content, introducing engaging story formats, and launching "Friday Edit" interviews with UK stylists and PR agencies, leading to steady platform growth.

HEAD OF PR AND MARKETING

Sif Jakobs Jewellery - Oct 2020-April 2023

- Spearheaded UK PR strategy in collaboration with a London-based agency, strengthening media relationships and securing press coverage to elevate brand visibility and credibility.
- Hosted UK press and stylists on brand press trips, including Ruth Faulkner (Retail Jeweller) and Kelvin Barron (fashion stylist), fostering deeper brand-media relationships.
- Planned and executed marketing strategies for trade fairs, including Inhorgenta (Germany) and CMJ (UK).
- Led multi-channel brand campaigns across 21 countries (UK, Germany and Scandinavia as key markets) incorporating digital, in-store activations, and PR initiatives to amplify brand positioning in both B2B and B2C markets, aligning with commercial goals and audience targeting.
- Drove a 37% YoY increase in Instagram following (2022) through a social media strategy, leveraging engagement across digital channels.
- Directed and hosted in-store events, amplifying brand visibility and engaging audiences with influencers reaching 1.5M+ followers.
- Managed a £2M+ annual marketing budget, driving ROI through campaign analysis, performance metrics, and media investment strategies to support brand objectives and market expansion.
- Led a high-performing marketing team of 3-5 people.
- Introduced a performance-driven brand ambassador strategy, engaging 563 micro- and nano-influencers over three months, achieving 111% ROI and significant organic reach growth.
- Built strategic partnerships with agencies, influencers, and B2B clients to ensure seamless global visibility and alignment with market expectations, enhancing brand awareness and market penetration.

PR AND MARKETING MANAGER

Carré Jewellery - Dec 2018-Sep 2020

- Ideated and implemented the "birthstone" storytelling element across all brand touchpoints, creating a consistent narrative.
- Spearheaded strategies for digital marketing, including social media, PR, paid advertising, and newsletters, boosting audience engagement and increasing brand awareness.
- Managed an annual marketing budget of approximately £1M.
- Created and managed sensory-driven in-store brand marketing initiatives, including curated playlists and scent marketing strategies, aligning with the brand's image and enhancing the luxury experience.
- Led a marketing team, ensuring professional growth and delivering high-quality outputs.

PR AND MARKETING COORDINATOR

Billi Bi - Jan 2018-Nov 2018

- Established and led the brand's first in-house PR and influencer marketing strategy, securing extensive media placements and brand visibility.
- Planned and executed high-profile press and influencer events, including a Copenhagen Fashion Week event and dinner party, securing attendance from key industry figures.
- Designed communication materials, including newsletters, advertisements, and promotional assets, enhancing brand storytelling and visibility across digital and print platforms.
- Implemented and managed B2B newsletters, providing engaging content that supported the sales team, drove wholesale orders, and streamlined communication with retailers.

PR AND MARKETING COORDINATOR

Hofmann Copenhagen - Nov 2016-Jan 2018

- Established and nurtured relationships with key influencers, fashion press, stylists, and actresses through frequent meetings and collaborations, resulting in heightened visibility and engagement.
- Developed strong ties with Norwegian influencers, leading to a strategic collaboration with the Holzweiler agency and brand, contributing to commercial success.
- Managed packshot production and campaign shoots, overseeing logistics such as model bookings to ensure smooth execution and high-quality content.

EDUCATION

Master of Arts in Marketing Management

University of Westminster

January 2024-January 2025 (Distinction)

Distinction in seven modules, including: Multi-Platform Marketing Communications, Marketing Creativity and Innovation, Strategic Marketing in an International Context, Consumer Psychology for Marketing, Distribution and Price Management, Research Proposal for Dissertation, Product and Brand Management.

Bachelor in Design and Business

Copenhagen School of Technology and Design

2011-2015

COURSES

Managerial Economics

Copenhagen Business School

August 2022-January 2023

The Theories and Practices of Organizing

Copenhagen Business School

August 2022-November 2022

Circular Economy and Sustainability Strategies

Cambridge Judge Business School

2021-2021

LANGUAGES

English - Fluent

Danish - Native

SOFTWARE

Adobe - Photoshop and InDesign, Mailchimp, Klaviyo, Falcon, Shopify, Magento,

Wordpress, Word, Excel, Powerpoint, Slack

GRANTS

Dansk Tennis Fond 2024

Nordea Fonden 2024

PERSONAL INTERESTS

I am an active person who regularly enjoys running, yoga and road biking, contributing to my physical and mental well-being. Living in central London, I take full advantage of the city's rich cultural offerings, including museums, galleries, and a fantastic food scene.