



## Contact

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## Education

**University of Kent, Canterbury, UK**

Bachelor of Arts – Photography  
December 2011 – Graduated

**University of Derby, Derby, UK**

Bachelor of Arts – Marketing  
December 2007 – Graduated

## Skills

- Creative Leadership
- Graphic Design
- Creative Thinking
- Budgeting
- Brand Strategy, Campaign Development & Go-to-Market plans
- Influencer, Partnership & Local Marketing
- Content Creation, Copywriting & Social Media Strategy
- UGC, Video & Photography Editing
- EDM Strategy, Klaviyo & Graphic Design (Adobe Suite, Canva)
- E-commerce & Shopify Management
- Data Analytics & Performance Reporting
- Team Leadership, Stakeholder & Agency Management
- Project Management, Strategic Planning
- Product Development, Buying & Merchandising
- Visual Merchandising & Customer Engagement
- Shopify, Google Analytics & Microsoft Office.
- Public Speaking, Budgeting, Business Development & Negotiation.

## Language

French – Basic  
Swedish – Basic

## References

Available upon request

# ARRON HOLLANDS

## About Me

I am a strategic marketing professional with over a decade of experience in brand development, digital marketing, and e-commerce. I specialise in multi-channel campaigns that drive brand awareness, sales, and customer engagement. As Marketing Manager at Fone King & Flight Risk, I lead brand strategy, content creation, digital advertising, and e-commerce. I've launched new products, managed high-performing teams, and developed campaigns that deliver measurable growth. I take a hands-on approach to marketing, balancing strategic oversight with execution. From content production and social media management to influencer collaborations and performance analytics, I bring a well-rounded skill set that supports brands looking to scale and increase engagement. I am now seeking my next opportunity in a forward-thinking, growth-focused environment where I can apply my expertise and make a meaningful impact.

## Experience

2024 – Current

**Marketing Manager | Sydney, Aus**  
**Fone King & Flight Risk – Contract**

- Led brand awareness & lead generation initiatives, managing internal & external marketing campaigns.
- Developed & executed strategies for product launches, rebranding, and promotions across digital, social, & local channels for Fone King & Flight Risk.
- Oversaw e-commerce management, optimising website UX, merchandising, & content.
- Produced & edited content for social media, UGC, EDMs, paid ads, & influencer campaigns.
- Managed a team of five & external agency relationships.
- Led weekly WIPs & daily stand-ups, ensuring alignment across marketing initiatives.
- Collaborated with founders & the CEO on strategic marketing direction.
- Spearheaded Flight Risk's launch and Fone King's rebrand.
- Led the go-to-market strategy for a new e-bike product line & Fone Kings Re Brand.

2024 – 2024

**Brand & Communications Manager | Sydney, Aus**  
**Studio.SC – Contract**

- Executed Re Brand.
- Build strong relationships with stakeholders & external agencies.
- Developed & Executed comprehensive branding and comm strategies.
- Managed all aspects of brand implementations.
- Oversaw creative campaigns from start to finish.
- Content and social media management.

2022 – 2024

**Buisness Manager/Creative Lead | Sydney, Australia**  
**SHOEBOX**

- Managed creative campaigns from start to finish
- Brand, Campaign & Product Development
- Content & Social Media Management
- Financial & Strategy Management
- Partnerships & Networking
- Performance & Improvement

2021– 2022

**Account Manager | Sydney, Australia**  
**Ben Sherman at True Alliance**

- Develop new business opportunities
- Client and stakeholder relationship management
- Sales Growth
- Market Research and Analysis
- Product Development and Launch
- Assist with Buying, Allocation & Ranging

2020 – 2021

**Brand Manager | Stockholm, Sweden**  
**SHOEDILLA at Paul Brungard**

- Brand Strategy & Campaign Development
- Brand Identity Management
- Creative Thinking and Innovation
- Stakeholders/Cross-Functional Collaboration
- Product Development
- All aspects of Marketing & Social Media