

# Andrea J. Lord

## SKILLS

Ability to understand and relate to different brands and their market requirements.  
Excellent communicator and listener, culturally aware and open-minded.  
Creative flair, coupled with a decisive mind and an ability to analyse situations and determine strategies.  
Self-motivated, organised and disciplined with the ability to work autonomously.  
Strategic thinker, good at multi-tasking and thinking outside the box.  
A committed, dedicated, focused individual with honesty and integrity.

## KNOWLEDGE

Website design using Word Press. Modern Graphic Design, Social Media. Producing artwork for print.  
Extensive knowledge of the international Home Fragrance and Health and Beauty markets.  
Fluent French speaker.  
New Product Development specialist with extensive knowledge of product concept creation, formulation selection and testing, cost structure and margin evaluation, production planning, design development, packaging sourcing and fragrance selection.  
Sourcing suppliers, negotiating buying prices and closing deals.

## EXPERIENCE

Designing, setting up and running economically run web sites. Designing logos for corporate branding. Running Facebook and Twitter accounts.  
Extensive experience in developing business in both existing and new sectors; specialised in niche brands, own label products and start up companies.  
Several years experience of managing brands – including concept, image, product positioning, launch and promotion through PR/ advertising/ exhibitions and POS.  
Creating and implementing sales strategies for small to medium sized companies requiring focus on building awareness of and exposure to their products.  
Overseas distributorships set up to promote sales in: Bahrain, Belgium, France, India, Italy, Poland, Romania, Russia, Saudi Arabia, South Africa, Spain, Turkey, UAE, UK and USA.  
Business and product development of Royal Warrant Brand with strong UK heritage.  
Project management – working with the head office teams as well as suppliers and customers to achieve desired results.  
Sourcing products in Europe, India and China.  
Four years living and working in Paris.

## BRANDS WORKED WITH

**Mane UK Ltd** – currently do all marketing support, web site and social media, new product development and Ebay.  
**Gooch Oriental** – re-designed the web site and set up nationwide area information map. Do regular updates.  
**Hobbs Electrical** – designed new corporate logo and set up new website.  
**The Pantry at Potterspury** - designed new corporate logo and set up new website.  
**Scenterprises Ltd** – created new logo for a sub-brand, over-hauled the web site to a new, modern, fresh look and currently maintain it. Set up the e-commerce site and on-line scheduling.  
**Price's Patent Candles** - Re-established this Heritage brand in the UK - strategically targeting key accounts such as Harrods, Selfridges, Buckingham Palace, John Lewis, Boots, Beales, Costco, and QVC. Developed new ranges and product concepts, including sourcing suppliers, packaging and fragrances. Improved margin on core products from -17% to +20% through negotiation with both suppliers and customers.  
**Boots** - Developed various own label home fragrance lines with this account worth over £250,000 with an average margin of 45%.  
**Yves Rocher** - Developed an own label candle contract in 12 months worth £200,000 at over 40% margin.  
**Avon Cosmetics UK** - Developed home fragrance items through seasonal catalogues worth £175,000 in 12 months - margin average over 40%.  
**L'Oreal** - Developed an own label candle for L'Oreal's internet business - Le Club des Createurs - contract value £50,000.  
**Beckhams** - developed a special candle with the DVB brand working with Victoria Beckham.  
**Bouchard** - European Air Freshener brand. Developed an incense air freshener for this brand worth £350,000 in 12 months - margin over 35%.  
**L'Arbre Vert** - (French Air freshener brand). Negotiated a contract with a Russian distributor worth £350,000 in 12 months - margin over 30%.  
**AROMID** - designer air freshener brand. Launched throughout the UK, France and Germany - with a value of over £1 million within 2 years.  
**Freemans** - (American hair care brand). Launched this brand in UK through Boots, Sainsbury and Lloyds etc - worth over £400,000 in 2 years - margin over 40%.  
**Biguine** - (French Professional hair care range). Launched this brand in the UK through the top 100 Boots stores - value £75,000 in 12 months. Margin over 40%.  
**Fragrant Memories Ltd** - developed all products under this brand and promoted them worldwide.  
**Buckingham Palace** - worked on sourcing a specific product for the Royal Household.  
**Brandaroma Ltd** - Developed business in ambient scenting through 100 Luminar Nightclub venues worth £350,000 in 12 months at over 45% margin.

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## CAREER SUMMARY

### Lord AC Ltd – UK – self employed (started 2008)

Customers:

- Mane UK Ltd – new product development
- Gooch Oriental – website
- Scenterprises – website and branding
- Paulerspury Parish Council – run village web site and newsletter
- WPDM – Web site
- Towercrest – website
- L J Livery - website
- The Pantry at Potterspurty – website and marketing support
- SER – private label sales
- Price's Candles – new product development
- Wildlife Trust - sales
- The Few Who Do - translator
- LF Beauty – UK – new product development

### Brandaroma Ltd – Northampton – UK (started November 2005).

Managing Director

- Set up and ran the UK operation from scratch.
- Developed markets in Europe, India, South Africa and the Middle East.
- Turnover year two - £500,000 – with profit level of 60%.
- Staff 11.
- Established Brandaroma as the leading UK supplier of ambient fragrance.

### Price's Patent Candles Ltd. - Bedford - UK (started September 2003).

Sales and Marketing Director

- Re-designed the company's image, logo and position in the market place.
- Ran key accounts - worth over £1 million.
- Sourced candles and candle accessories from the Far East.
- Did all product development - see [www. Prices-candles.co.uk](http://www.Prices-candles.co.uk).
- Controlled all PR, advertising and promotional opportunities.
- Staff 5.

### Corincraft Ltd - Brighton UK - (manufacturer of home fragrance products/ Far East sourcing) (started October 2000)

Senior Business Development Manager

- Developed key accounts worth £1 million in 12 months.
- Sourced products from the Far East, India, Europe and the USA.
- Staff 2.

### Consultant - Paris - France (started Jan 1999)

- Developed UK / French contract manufacturing relationships for a commission.
- Trained Senior French Managers in Business English.
- Translated technical documents for Danone, Renault, and Alcatel.

### Le Nigen N Industries -Paris – France – (aerosols, liquid air fresheners, household liquids, toiletries) (started March 1997).

Export Manager

- Developed sales overseas in UK and Russia worth £400,000 in 12 months.

### Fragrant Memories Ltd - East Grinstead UK - (candles and home fragrance) (started July 1991).

Business Development Manager

- Ran key UK and European markets - worth £1.5 million.
- Represented the company at and organised International Trade Fairs - UK, Italy, Germany, USA, Holland,
- Developed all the company's products.
- Sourced all components, packaging, fragrance and print.
- Responsible for a team of 5.

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## Consultant - Paris - France (started March 1990).

### Freelance

- Set up Fragrant Memories in France through Sephora, Truffaut, Monoprix.

## Innovators in Packaging Guildford - UK (consultants specialising in packaging) (started September 1989).

### Development Manager

- Found new customers in UK (Premier Brands) and France (Amora Mustard).

## Jean Sorelle Ltd -London - (manufacturers of toiletries and soaps)(started September 1988).

### Account Executive

- Developed own label toiletries through UK supermarkets.

## Aerosols International Ltd – UK (aerosol producer) (started April 1996).

### Sales Executive

- Developed own label products for all major UK supermarkets.

## Dennison Manufacturing -Watford UK - (printer of Therimage heat transfer labels) (started January 1995).

### Sales and Marketing Assistant

- Ran certain accounts and developed sales for UK Supermarket products.

## EDUCATION AND TRAINING

Web Design

Graphic Design

La Sorbonne - French as a Foreign Language

TEFL - Paris

How to manage a small business

Managing Priorities

In search of excellence

Key Account Management

Time Management

Bsc in Marketing Management with French - Lancaster University

4 x A Levels - Queen Elizabeth's Grammar school - Blackburn

11 x O levels, 8 x CSE - Norden County High School – Lancashire

## INTERESTS

Theatre, music, sport, reading, Art, France, member of Paulerspury Players, Member of Rotary International, photography.

Member of local quiz group, walking my dog, Volunteer for The Cinnamon Trust.

## GENERAL INFORMATION

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Computer literate

Driving License – British

Nationality - British

Bilingual English/French (EMT)

