



REECE

Hopkins

SKILLS

CREATIVE DIRECTION
CAMPAIGN STRATEGY
CONTENT CREATION
SOCIAL MEDIA
TEAM LEADERSHIP

TOOLS

ADOBE CREATIVE SUITE
(PHOTOSHOP, AFTER EFFECTS ETC.)
NOTION
KLAVIYO
META ADS
SHOPIFY

PREVIOUS TITLES

MULTIMEDIA DESIGNER
CONTENT CREATOR
SOCIAL MEDIA MANAGER

FULL PORTFOLIO:

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EXPERIENCE

SIDEMEN *SDMN* [2021 - PRESENT]

HEAD OF CONTENT

LEAD CONTENT, SOCIAL MEDIA, CREATIVE AND MARKETING ACROSS ALL BRAND CHANNELS FOR SIDEMEN CLOTHING, DELIVERING CAMPAIGNS FROM CONCEPT THROUGH TO LAUNCH WHILE LEADING THE CREATIVE AND SOCIAL TEAM.

PLAYED A KEY ROLE IN TRANSFORMING SIDEMEN CLOTHING'S SOCIAL PRESENCE, GENERATING OVER 1 BILLION VIEWS, GROWING THE AUDIENCE BY 1 MILLION+ FOLLOWERS AND HELPING ESTABLISH THE BRAND AS THE UK'S FASTEST-GROWING CLOTHING BRAND ON SOCIAL IN 2024.

PLAN AND DELIVER MULTI-CHANNEL CAMPAIGNS ACROSS SOCIAL, EMAIL, SMS, YOUTUBE, WEBSITE, APP AND PAID MEDIA, WHILE LEADING GROWTH MARKETING THROUGH KLAVIYO TO GROW OUR OWNED AUDIENCE BY 90K+ SUBSCRIBERS, DRIVE 40%+ OF BRAND REVENUE.

PLAYED A KEY ROLE IN REPOSITIONING SIDEMEN CLOTHING BEYOND TRADITIONAL CREATOR MERCHANDISE, LEADING THE CREATIVE DIRECTION BEHIND PHOTOSHOOTS, SOCIAL-FIRST CONTENT, INFLUENCER MARKETING AND MODERN CAMPAIGN STRATEGIES THAT CONSISTENTLY DELIVERED SELL-OUT LAUNCHES AND ATTRACTED NEW AUDIENCES.

WORKED ON AWARD-WINNING CAMPAIGNS, GLOBAL BRAND COLLABORATIONS AND MAJOR LIVE EVENTS INCLUDING THE SIDEMEN CHARITY MATCH, HELPING DELIVER HIGH-IMPACT MARKETING AND BRANDED EXPERIENCES AT SCALE.

INTRODUCED NEW PLANNING SYSTEMS AND CREATIVE WORKFLOWS TO IMPROVE COLLABORATION, STREAMLINE PRODUCTION AND INCREASE EFFICIENCY ACROSS THE WIDER CREATIVE TEAM.