

# NICHOLAS SMITH

## MARKETING COORDINATOR



### Qualifications

1st BA (Hons) Fashion Journalism, London College of Fashion

Certified Adobe InDesign Associate

First Aid at Work Certificate

### Teaching

London College of Fashion/  
Procter and Gamble Industry Award Mentor 2013

### Main Responsibilities

To oversee the creation and distribution of all digital and printed marketing materials, maintain key relationships with external stakeholders and liaise with external agencies on executing the long-term press and advertising strategy.

### Experience

Nicholas has worked in the marketing and communications industry for the past seven years with a focus on the built environment for the last three.

After graduation Nicholas went on to work with the Times, the Evening Standard and spent two years at Dazed magazine as Incoming Writer.

In addition to this Nicholas has developed brand content for heritage accessories brand Radley + Co and provided associate marketing support to the British Fashion Council, Gucci and Procter and Gamble's healthcare initiative with the International Society for Dermatology.

Prior to joining Charcoalblue, Nicholas ran communications for the specialist furniture design studio Luke Hughes®. This involved the conception and delivery of its first rebranding exercise in over thirty years and helping to establish the practice in new international territories including a major strategic partnership in North America.

Nicholas is a Trustee and Coordinator of the Press and Community Fundraising team at Switchboard, the national LGBT+ helpline.

### Contact details

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