

# KILCOYNE

With over **15 YEARS** experience working with *design, fashion* and **GLOBAL BRANDS**. I am a **multi-disciplinary** brand and communications specialist. Developing *vision & strategy*, which inspire employees and consumers alike, is a *passion*. As a creative strategist, I have a **PROVEN TRACK RECORD** in creating concepts and content which bring brands to life, with a hint of **MAGIC**.

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Clients include: Mexx, Nike, Foot Locker, Mtv, Heineken, Orange, Vlisco, Lego ... and more.

# HOW CAN I HELP YOU?

ART  
DIRECTION  
&  
*Working  
With  
Third  
Parties  
To  
Achieve  
Creative  
Excellence*

**MANAGING**  
BRAND  
MARKETING  
TEAMS AND/OR  
CREATIVE TEAMS

*Workshops  
on brand  
positioning*

.....  
*Creative strategy  
&  
concept development*  
.....

**COMMUNICATION  
MATERIAL  
DEVELOPMENT  
AND EXECUTION**

BRAINSTORM / SESSIONS

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PER HOUR, DAY, PROJECT OR INTERIM.

## GENERAL INFORMATION

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**NAME** Angela Kilcoyne

**D.O.B & NATIONALITY** 01/03/71 - Irish (born & raised in UK)

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**WEBSITE** [www.kilcoyne.nl](http://www.kilcoyne.nl)

## CORE QUALIFICATIONS

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**2007** Limperts Academy of Design: Certificate in Image consultancy & styling: Distinction

**2002** NT2 in Dutch (written and spoken exams)

**1990-1994** University of Central England in Birmingham: BA Honours Business Studies (2:1), Specialised in: Marketing & Spanish

**1991-1992** University of Barcelona: Erasmus Exchange programme



## WORK EXPERIENCE SUMMARY

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### OCTOBER 2012 - JULY 2016

STRATEGY DIRECTOR BRAND & MARCOM:  
VLISCO GROUP

Brand & Marketing Communication strategy for 4 Vlisco group brands. Developing consumer platforms and products and services. Yearly and seasonal concepts for Vlisco textile and all Marketing Communications. Art direction of product and service concepts and all content incl. direction of TV ads. Internal Communications.

### OCT. 2009 - SEPT. 2012

LECTURER AMSTERDAM FASHION INSTITUTE

Lecturer in Fashion Marketing, Strategy & Branding.

Developed educational programmes & specialisations to ensure dialogue and experience led learning.

### DEC. 2006 - OCT. 2010

KILCOYNE: BRAND COMMUNICATIONS CONSULTANCY

#### KEY PROJECTS:

VLISCO BV, JAN. 2007- OCT. 2008 | Establish the brand communications department and re-position this iconic textile manufacturer into an International Fashion brand.

STEFANAKI INTERIOR STYLING AND FURNISHINGS | Re-positioning and identity development.

TAKE TEN: CREATIVE CHANGE MANAGEMENT | Re-positioning.

### OCT. 2003 - SEPT. 2006

SENIOR MARKETING COMMUNICATIONS MANAGER -  
EURIZON, CREATIVE MEDIA FIRM:

#### KEY PROJECTS:

FOOT LOCKER EUROPE | Highlights: Sponsorship MTV awards including retail & online promotions; PUMA sneaker launch creating European wide buzz & free publicity; Customer loyalty research of the youth market.

CONVERSE EMEA | Highlights: MTV VMA's sponsorship deal - tailored European TV and online promotions to driving traffic in-store & online. Converse seasonal campaigns & translations of global campaigns.

HEINEKEN | Amstel Lite launch - Ambassador's programme delivering free mini bars, full of Amstel Lite, to key companies in the Randstad.

### OCT. '02 - OCT. '03

BRAND COMMUNICATION CONSULTANT

Including projects for Kubic, LEGO, Nike, Root88 (Advertising agency).

### NOV. '00 - SEPT. '02

ACCOUNT DIRECTOR, JOHNSON & WOLVERTON  
ADVERTISING

#### KEY PROJECTS:

MEXX INTERNATIONAL | Global brand re-positioning, consumer insights, Integrated 360 campaigns.

FOOT LOCKER EUROPE | Strategy & concept development for a new sub-brand for exclusive sneakers.

NIKE EUROPE | In-store promotion & sales materials for Nike Presto shoe launch at 500 Foot Locker stores.

### JUN. '99 - AUG. '00

ACCOUNT DIRECTOR, INTERNATIONAL PRESENTATION

Event and communication company. Development of multimedia communication tools. Clients included: Orange, South African Breweries, Sogecable (now Prisa TV).

### JUN. '98 - JUN. '99

ACCOUNT MANAGER, CARIBINER INTERNATIONAL

International event agency. Development of concepts and presentation tools for International events.

### JAN. '95 - FEB. '98

PRODUCT MANAGER, GFT SPA (UK & IRELAND)

Global manufacturer & distributor of designer clothing such as: Armani, Valentino, Ungaro & varying own brand, ready-to-wear collections. Role: Collection planning & merchandising of own brand Sahza; Visual merchandising; ATL brand campaigns; fashion shows; sales; trade marketing with leading department stores.

**LANGUAGES:** Fluent Dutch & Spanish; Good understanding of French. Basic Portuguese & Italian.

For further project highlights see site: [www.kilcoyne.nl](http://www.kilcoyne.nl)