

NANNA LOUISE JUST LUCAS

PORTFOLIO

MARKETING STRATEGIES · PR AND INFLUENCERS · **CAMPAIGN PLANNING**
SOCIAL MEDIA MANAGEMENT · **CREATIVE DIRECTION** · STORYTELLING
DIGITAL MARKETING · BUDGET MANAGEMENT · **DATA ANALYSIS**
LEADERSHIP · **CONTENT CREATION** · CROSS-FUNCTIONAL COLLABORATION

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01.WATCH LAUNCH CAMPAIGN

CAMPAIGN PLANNING AND EXECUTION · SIF JAKOBS JEWELLERY

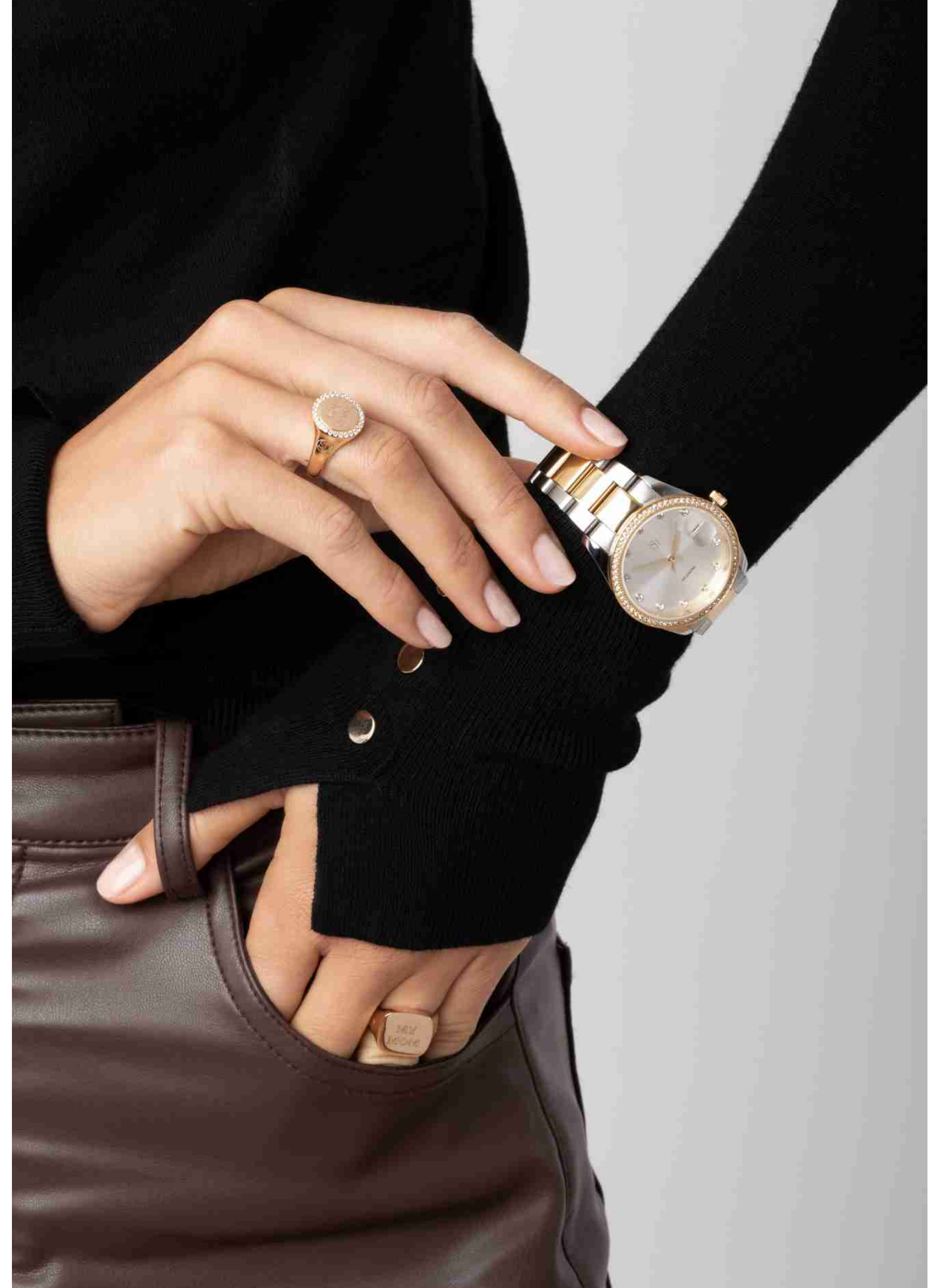
TITLE: HEAD OF MARKETING AND PR

For the launch of Sif Jakobs Jewellery's new watch collection, we ran a multi-channel campaign across Instagram, TikTok, newsletters, influencer partnerships, and an in-store event.

Influencers with 1.2 M+ combined followers shared 84 Stories at the launch, driving strong visibility. The campaign helped raise brand awareness and contributed to a 37% growth in Instagram followers that year.

MY ROLE

- Led the campaign from initial concept through to full execution, managing the overall marketing strategy.
- Directed the campaign photoshoot, ensuring alignment with the brand's social media aesthetic.
- Created all social content and captions to maintain consistent messaging.
- Managed and delegated tasks to a marketing coordinator and PR assistant while overseeing and coordinating all influencer partnerships.



01.WATCH LAUNCH CAMPAIGN



02.PR

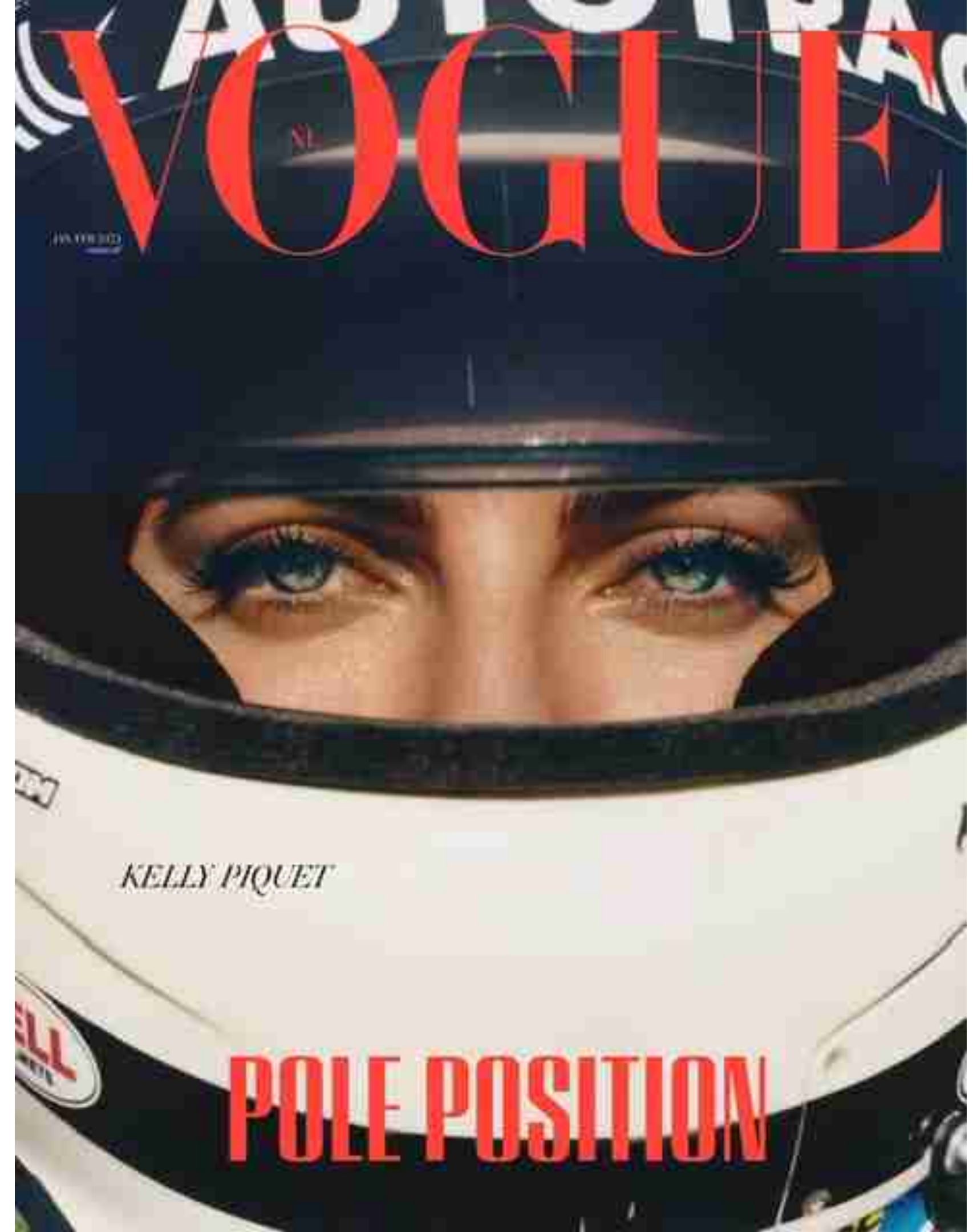
PR STRATEGY AND EXECUTION · SIF JAKOBS JEWELLERY TITLE: HEAD OF MARKETING AND PR

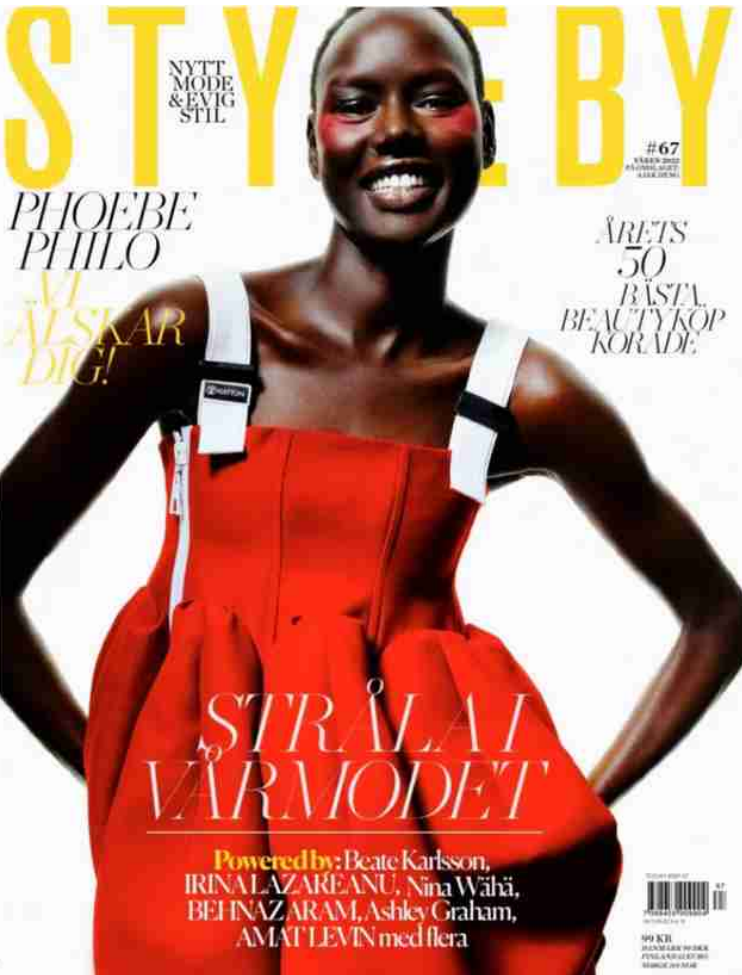
PR was key to growing Sif Jakobs Jewellery's presence across Europe, with a focus on high-impact editorial and celebrity placements to elevate brand desirability.

Through agency partnerships in key markets, the brand secured features in titles like Vogue and Harper's Bazaar, supported by gifting, press days, and influencer collaborations.

MY ROLE

- Managed and motivated PR agencies, pitching new story angles to maintain fresh media interest.
- Ensured agencies had timely access to campaign materials, images, and product samples.
- Conceptualised and executed gifting campaigns, including a successful UK press trip to Copenhagen.
- Oversaw seasonal initiatives like curated Mother's Day hampers for media and stylists.
- Coordinated participation in press days and trade fairs to boost brand visibility.
- Led and supervised two in-house PR assistants, delegating tasks and ensuring seamless coordination between internal and external teams.





Shopping — Fashion



DeBy Sports € 200



Yama Yama € 352



Sif Jakobs € 159



Ganni € 105



Ganni € 375



Lolita Laundry via Zalando € 209,99



Agolde € 430



Tamarix € 129,95

TREND

Zilveren randje

Nog niet genoeg van alle glitters, bling en metallic? Goed nieuws: deze lente en zomer kun je jezelf er gewoon opnieuw in hijsen. Helemaal *on trend*, volgens Sacai en Simone Rocha. Ga je voor een *all glitter* look, of kies je – iets minder gewaagd – voor één item of een accessoire in een zilver tintje? Jij bepaalt!

ISSUE 1 » Cosmopolitan

32



STIJL

STATEMENT PIECES

Laat je looks inspireren door kunst – en wel door deze kunstenaars die elk op eigen wijze boodschap en esthetiek vakkundig in de mix gooien.

Productie — Xana Ferreira Chicano



Vergulde ring met steentjes
€ 300 Sif Jakobs



Fleurdek € 1300
Moustache



Gekleurde top van leer
€ 375 Staud



Anti-dark circle
€ 38 Klash



Roodgouden oorbellen met safferen en diamant
€ 2150 Schaap en Citroen



Gekleurde top
€ 985 en rok
€ 685 Dries van Noten



Abstracte knik
€ 3800 Louis Vuitton & Atelier OI



Kunstwerk, o.a. Louis Vuitton & Campana Brothers



Trui met patchwork
€ 245 Weekend Max Mara



Leren muiltjes
€ 335 Sportmax



Kanten bh
€ 113 en slip
€ 44 Agent Provocateur



Schoudertas, o.a. Prada



Horloge met diamant
€ 21.300 Jaeger-LeCoultre via Schaap en Citroen



Ketting met gekleurde edelstenen
o.a. Dolce & Gabbana



Roodgouden horloge met diamant
€ 21.300 Jaeger-LeCoultre via Schaap en Citroen



Eau de parfum
€ 300 Bijlzen



Laars van leer met borduursel
€ 2090 Dior

Lauren Pearce

Kunstenaars Lauren Pearce werkt vanuit Cleveland, Ohio en laat zich daar inspireren door wat ze ziet en meemaakt en door haar Afrikaans-Amerikaanse identiteit. Het resulteert in grote kleurrijke murals maar ook in intieme tekeningen uit de vrije hand.

Lauren Pearce, *When the Color Heals the Rest*, 2020

040 — HARPER'S BAZAAR.NL — DIALOOG 5





Max Mara



Celine



Simone Rocha



Sacai



Sif Jakobs



Celine



Simone Rocha



Sacai



Sif Jakobs



Celine



Simone Rocha



Sacai



Sif Jakobs



Celine



Simone Rocha



Sacai



Sif Jakobs



Celine



Simone Rocha



Sacai

Party time

Embrace sequins, metallics and all-out glamour to make your days merry and bright, bright, bright...



03.CONTENT CREATION

CONTENT STRATEGY AND CREATION · SIF JAKOBS JEWELLERY

TITLE: HEAD OF MARKETING AND PR

When I joined Sif Jakobs Jewellery, content creation was inconsistent, with no clear strategy leading to a fragmented omnichannel experience across digital and print platforms.

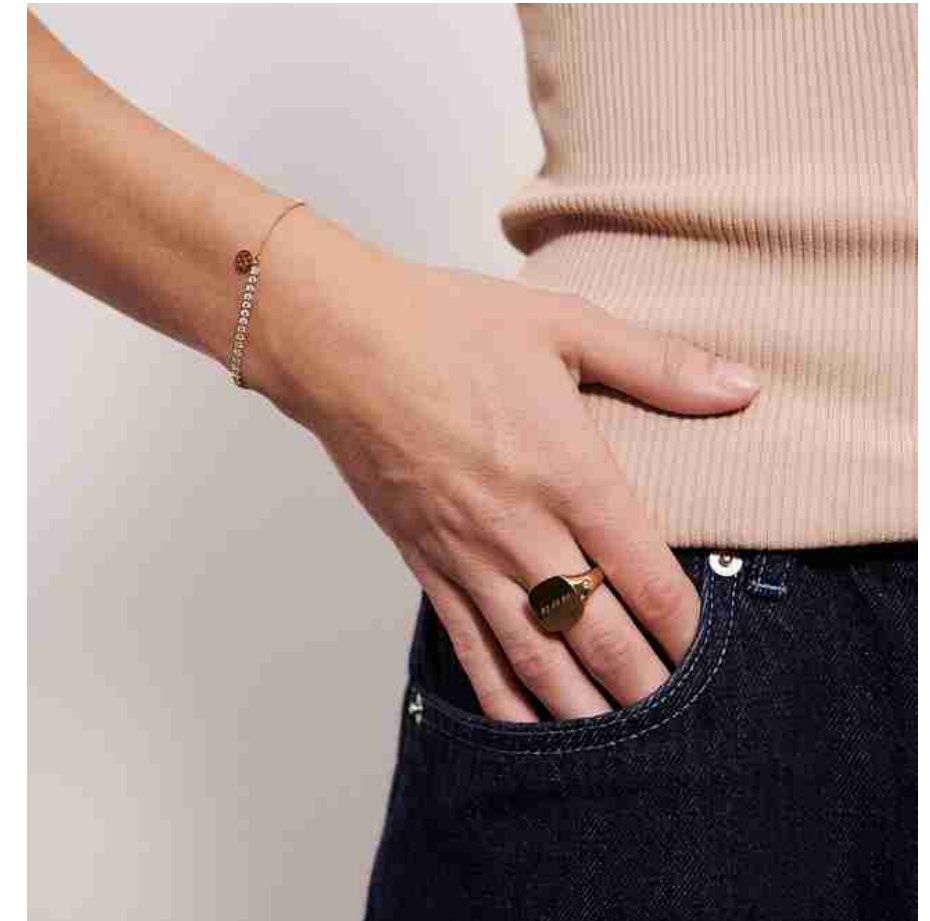
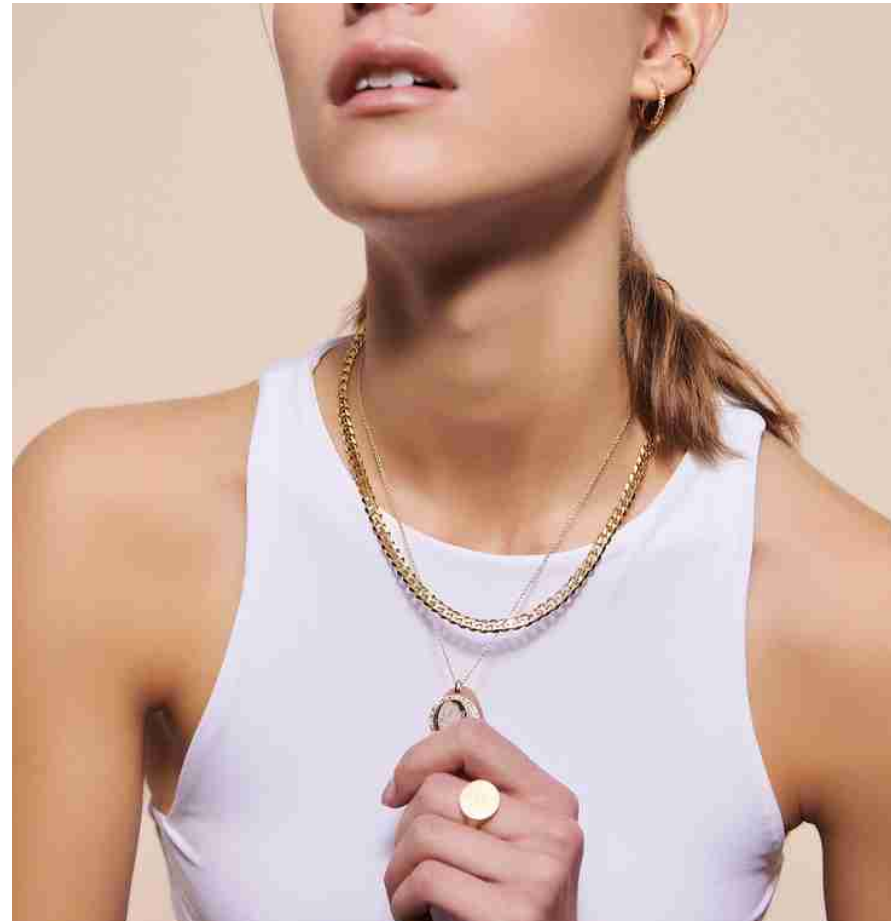
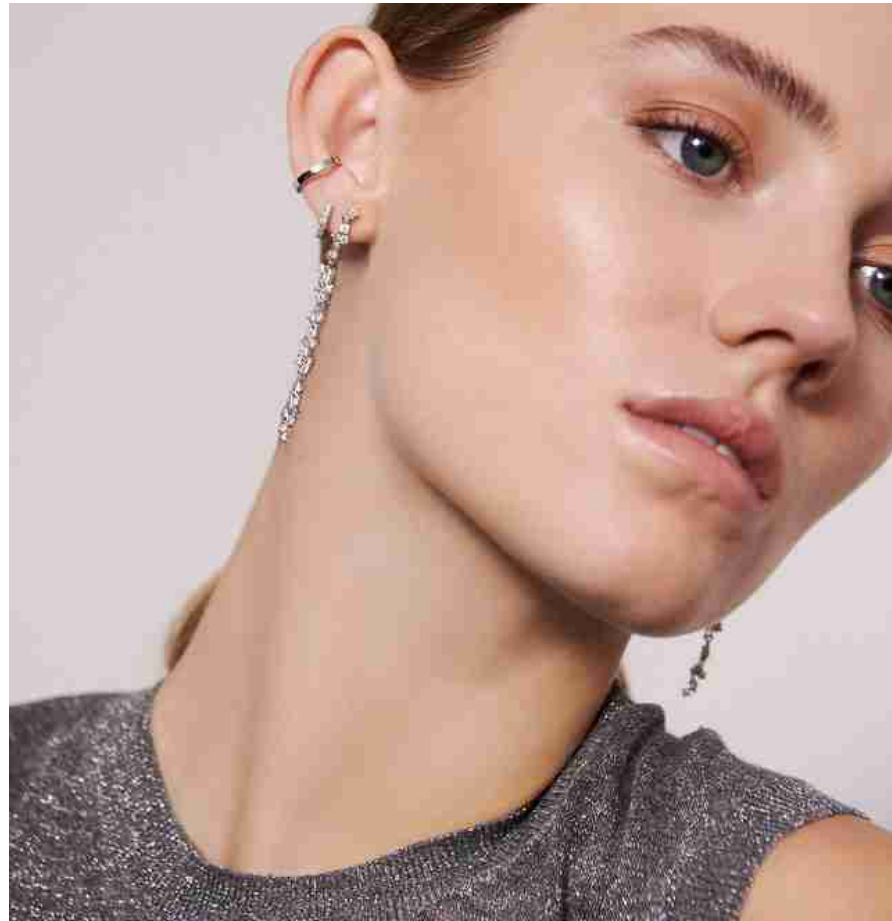
I introduced a structured approach with two major seasonal campaigns to guide storytelling and visual identity. Supporting in-studio content ensured consistency across channels, resulting in a more contemporary and cohesive brand presence.

MY ROLE

- Developed and led the strategic and creative vision for content planning and execution.
- Managed the full production process, including booking photographers, models, styling, and coordinating shoots.
- Created moodboards and defined the creative narrative to ensure brand consistency.
- Worked hands-on on set alongside the photographer, guiding poses, refining shots, and ensuring images were usable and aligned with the brand's aesthetic.
- Ensured all social media content supported and enhanced the broader campaign storytelling and visual identity.

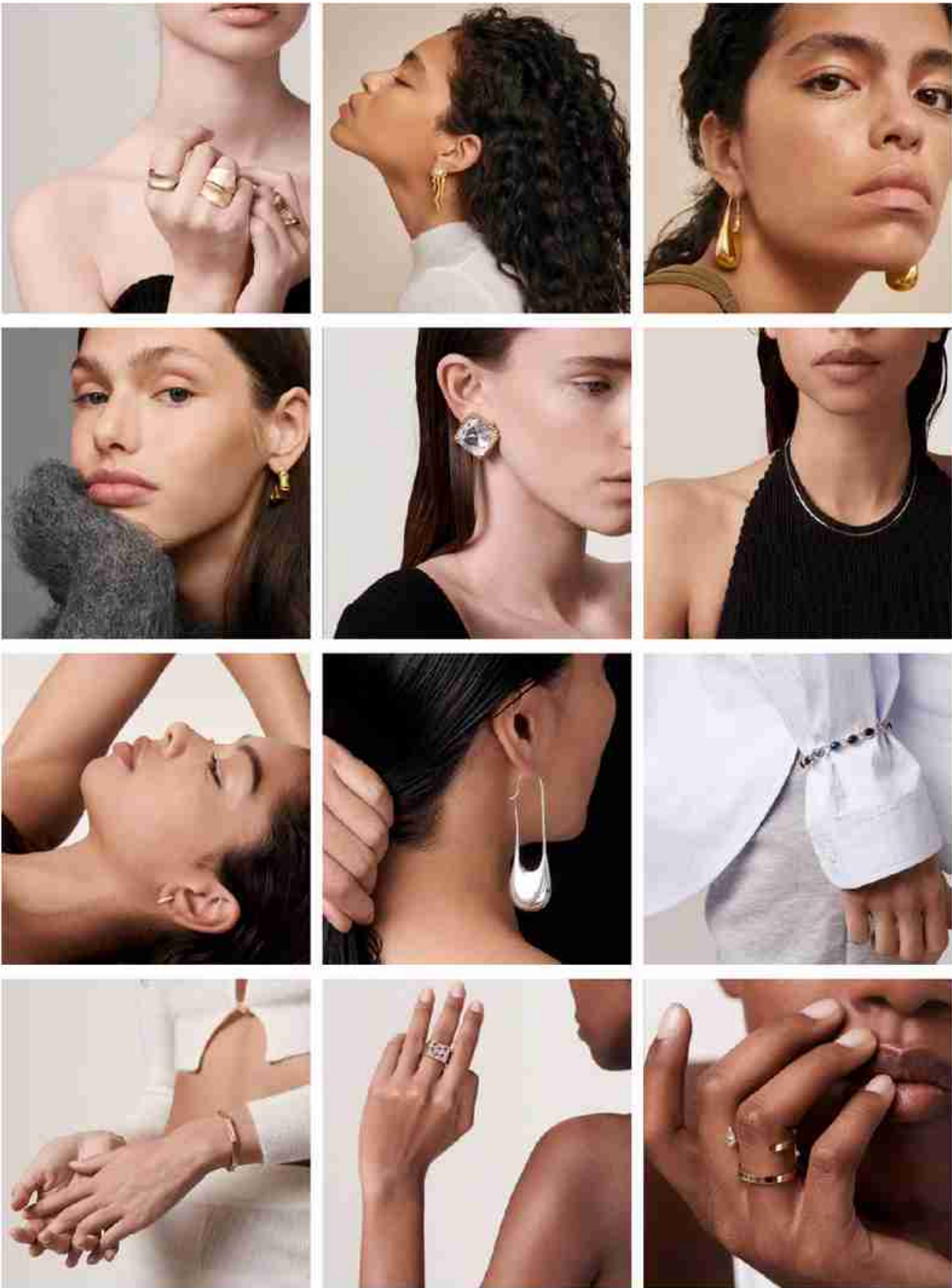


03/CONTENT CREATION

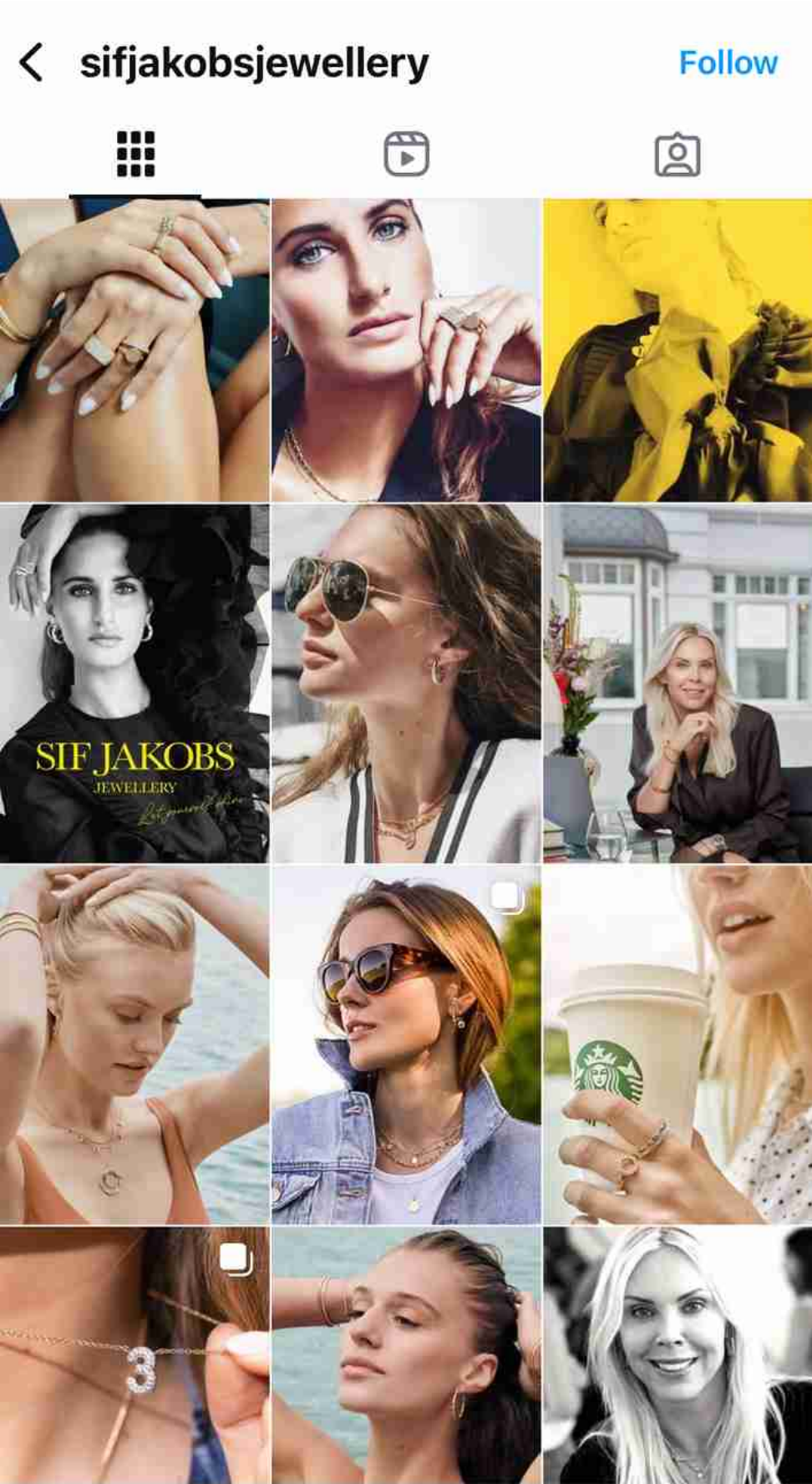


03/CONTENT CREATION

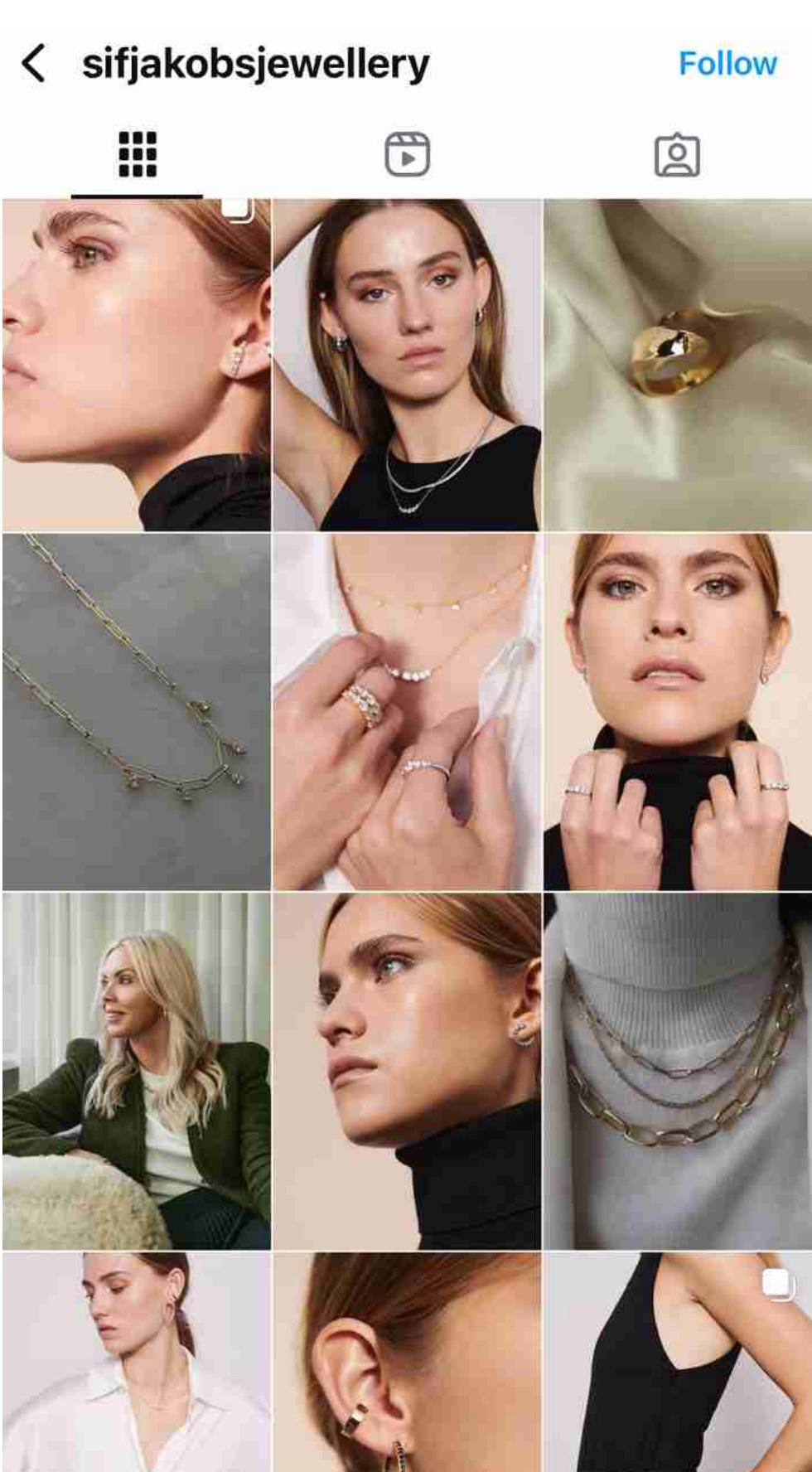
MOODBOARD



INSTGRAM FEED BEFORE



INSTGRAM FEED AFTER



04.CAMPAIGN PHOTOSHOOT

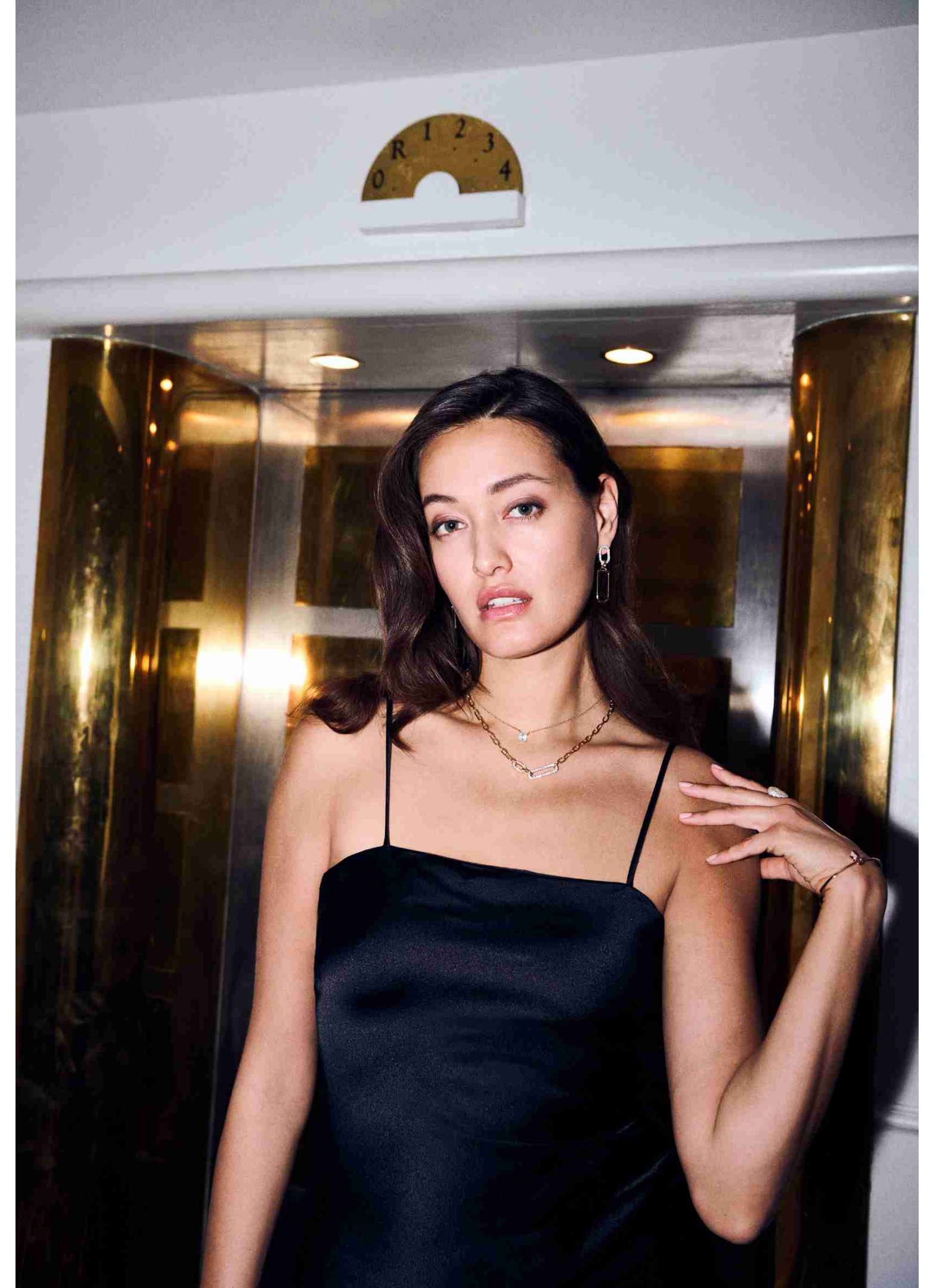
CREATIVE DIRECTION / STORYTELLING · SIF JAKOBS JEWELLERY
TITLE: HEAD OF MARKETING AND PR

The AW22 collection featured bold, French-inspired statement jewellery in blue and green hues. I developed a visually striking campaign shot at the Phoenix Hotel in Copenhagen, its Louis XVI interiors echoing the collection's theme.

Moving away from softer past campaigns, I introduced a bold, hard-flash aesthetic inspired by Juergen Teller, combined with high-impact styling influenced by Dolce & Gabbana and Versace. The result was a confident, high-energy visual story designed to captivate and immerse.

MY ROLE

- Led creative direction and visual storytelling from concept to execution.
- Selected location to reflect the collection's French inspiration, ensuring harmony across styling, photography, and setting.
- Collaborated closely with photographer and videographer, directing all aspects of the shoot on set.
- Organised a dedicated social media shoot post-campaign to maintain consistency and extend the narrative online.



04/CAMPAIGN PHOTOSHOOT

