

BRAND + MARKETING LEAD CANDIDATE

Building lifestyle, retail, hospitality & corporate brands.
From strategy and creative direction to the commercial
photography that brings them to life. Now based in
Umbria, Italy.



1. PROFILE

Brand and creative leader across branding, publishing, and creative direction for lifestyle, food, home + hospitality brands. Founder of Bella Brands, a boutique branding agency delivering brand identity, campaigns, content + photography for premium consumer brands, including a key role in scaling SavourLife pet food to a \$20M+ acquisition.

Foundations at The Australian Women's Weekly, Bauer Media + News Corp, spanning editorial storytelling and flagship food, home + lifestyle events.

Based in Umbria, living daily inside the European craftsmanship, food culture + slower rhythms that inspire my work and available on the ground across Europe for brand development, campaign strategy & rollout, photoshoots, product development, sourcing + creative planning.

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2. WHAT I BRING

NO 1. STRATEGY + GROWTH	Brand + business growth planning — positioning, commercial models, seasonal campaign roadmaps + the strategy that turns brand into revenue.
NO 2. BRAND LEADERSHIP	Brand positioning, seasonal campaign development, annual marketing calendars + narrative-led launches for premium lifestyle, hospitality and corporate brands.
NO 3. PHOTOSHOOT DIRECTION	Concepts, mood-boards, styles, sources props + locations, shoots and directs post — imagery published across packaging, magazines + national outdoor.
NO 4. EMAIL + DIGITAL	Plans, writes + builds campaigns in Klaviyo and Mailchimp; creative direction for social, web content, automation + campaign launches.
NO 5. DESIGN DIRECTION	Hands-on across the Adobe Creative Suite; developing visual identity systems, packaging + premium collateral, and art-directing designers to that standard.
NO 6. PROJECT + PARTNERS	Runs creative projects concept-to-completion in Monday or Notion; builds and directs networks of designers, photographers + creative partners.

3. EXPERIENCE

BELLA BRANDS — FOUNDER, CREATIVE DIRECTOR + COMMERCIAL PHOTOGRAPHER

2015 – 2025

Boutique branding + marketing agency for lifestyle, hospitality, home + consumer brands

Delivered end-to-end brand systems — positioning, visual identity, campaign creative + content — for boutique to mid-market brands across Australia and Europe.

Launched the business to \$500K+ turnover in its first 12 months - pitching, retainers, hiring + supplier relationships end to end.

Photographed campaigns published across packaging, magazine print + national Westfield digital campaigns (Citizen Watches); curated the brand image bank for nearly every client.

Long-term creative partner to Fujifilm Australia — retail packaging design, print production, product photography + digital design across the instax and Fujivision lines. Other clients incl. SavourLife, Foodies Collective + White Glo Toothpaste.

Highlight — key role in scaling SavourLife pet food to a \$20M+ acquisition: led brand development and visual identity, and produced all core photography and visual assets across its growth.

"Their ability to provide stunning photography alongside exceptional graphic design makes Bella Brands the ideal one-stop shop for our creative needs."

SENIOR MARKETING MANAGER · SAVOURLIFE

DIO CRETE — MARKETING DIRECTOR (CONTRACT)

2025 – 2026

New luxury lifestyle destination in Greece — beach club, accommodation, events + experiential

Built the brand positioning and narrative from zero, repositioning a traditional destination as a luxury lifestyle experience.

Designed the full-funnel marketing system - story-driven content and visual identity through to conversion and direct bookings.

Created the email marketing + CRM program, including automated nurture sequences converting high-intent leads into bookings; developed brand partnerships across luxury travel, fashion, wellness + editorial media.

Shifted one-off influencer activity into a scalable, creator-led content ecosystem.

View full strategy overview **HERE**

Adobe Creative Suite · Klaviyo · Mailchimp · Meta Business Suite · Monday · Notion · linktree · CapCut · Planoly
· Claude + ChatGPT

Based in Italy with full work rights · immediately available for travel throughout Europe · Australian citizen,
AU/US hours flexibility