

A new landscape: The future of marketing

The Mike Warne event 2021

Erica Lowe-Rachidine



UK Campaign and Collaboration Manager – Oatly

Erica leads social media and digital projects, as well as partnerships, collaborations and new product launch campaigns for Oatly in the UK.

Prior to joining the company in 2018 Erica obtained a master's degree in marketing communications in 2015 and was part of the social media team at London PR agency W Communications – producing social content and copy, as well as managing the overall social strategy, social ads, influencer relationships and community management for several brands Levi's, Marmite and Belstaff.

Taiwo Adegbulu



Co-founder and Marketing Manager – Omolola Jewellery

Omolola, meaning, " child is wealth" in Yoruba, a language originating from West Africa, is a black owned brand, based in the UK, known for its gorgeous afrocentric jewellery. Omolola was founded in 2018 by Taiwo and her sister, and was born out of a desire to pay homage to West African artistry and cultures, creating connections with home and sharing our heritage. Omolola has been featured in British Vogue, Glam Africa, Cosmopolitan UK and Bustle. Taiwo grew Omolola Jewellery from 2K to 120K in revenue within 6 months through TikTok, Facebook and

Instagram campaigns, penetrated new markets and retail channels through strategic planning, competitive analysis, product concepts, packaging, pricing, advertising, collateral, promotions, and influencer communications. Omolola Jewellery was recently featured on TikTok's inspiration page for x10 ad spend return over the Black Friday 2020 period. <https://www.tiktok.com/business/en/inspiration/181>