

## **CIM Socials – 21<sup>st</sup> May 2025**

### **Leanne Villiers | Brand & Marketing Director | Face Junkie**



Leanne Villiers is an experienced social media, talent management, and marketing professional with over 12 years of experience helping brands and creators grow with purpose and impact. With seven years in talent management, she currently represents authentic female creators across the industry in her role at Webbe Industries Management.

As a Senior Talent Manager at Webbe, Leanne has supported the careers of creators, public figures, and celebrities through meaningful brand partnerships and long-term growth strategies. Through her consultancy, Level Social, and a prior role at an award-winning marketing agency, she has worked hands-on delivering tailored brand and marketing solutions across both B2B and B2C sectors. Today, drawing on her extensive industry experience, she focuses on consultancy and strategic guidance rather than day-to-day social media management.

In addition, Leanne serves as Brand & Marketing Director at fast-growing skincare brand Face Junkie, shaping the brand's creative and marketing vision since its 2022 launch. With a First-Class BA in Acting, she brings a unique understanding of storytelling, creativity, and strategy to every project she undertakes.

Passionate about empowering women in business and championing authentic voices, Leanne is excited to share her insights on leadership, strategy, and the power of community-driven marketing.