

KERWIN BLACKBURN - CV

Commercial Professional · Business Development · E-commerce · Branding & Content · International Trade

CONTACT

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Location: Manchester, UK
*Actively pursuing opportunities in Singapore.
Previously employed on an Employment Pass.*

Nationality: British

Portfolio: bykerwin.com

linkedin.com/in/kerwin-blackburn/

KEY SKILLS

Commercial

- Business Development
- Account Management
- Sales & Lead Generation
- Client Relations & Partnerships
- Product Development
- Market Research
- Project Coordination

Branding & Creative

- Brand Identity
- Content Creation
- Copywriting
- Visual Storytelling
- Adobe Creative Suite
- Photography & Video Production

Technical & Digital

- E-commerce & Digital Marketing
- CMS & Website Management (WordPress / WooCommerce)
- SEO & Analytics Tools
- Meta Ads
- Microsoft Office Suite
- AI Tools & Workflow Optimisation

Personal Strengths

- Initiative & Ownership
- Clear Communication
- Resourcefulness
- Relationship-Building
- Adaptability & Cultural Awareness
- Creativity & Storytelling
- Resilience

EDUCATION

King's College London

MSc Emerging Economies & Inclusive Development
2017 - 2018, Distinction

The University of Manchester

BSc (Hons) International Business, Finance & Economics
2012 - 2015, 2:1

PROFILE SUMMARY

Commercial professional with **international experience across business development, account management, e-commerce, branding and marketing**. Previously employed in Singapore on an Employment Pass, with strong performance in the local working culture and understanding of regional customer and APAC market dynamics.

My professional background spans start-ups, scale-ups, management consultancy and international trade, across both B2B and B2C, giving me **strong client-facing skills, cultural adaptability, analytical thinking** and a **results-focused approach** in fast-paced environments. I am proactive, resourceful and comfortable taking ownership – whether driving sales, managing relationships, solving operational challenges or elevating brand presence to grow online engagement and revenue.

I bring a unique blend of commercial discipline, creative capability and entrepreneurial drive – demonstrated by building **By Kerwin Art** into a profitable global art and e-commerce brand.

I am now looking to return to Singapore in a commercial role where I can contribute to a collaborative team, drive value, and make a meaningful impact. I have experience of the local business environment, service expectations and pace of work. **Also open to other APAC locations.**

PROFESSIONAL EXPERIENCE

FOUNDER & OWNER

By Kerwin Art (bykerwin.com) | Nov 2019 - Present

Founded and scaled By Kerwin Art independently into a profitable e-commerce global art brand and store since 2019, including during the pandemic era; now with hundreds of sales worldwide & successful exhibition record. This entrepreneurial success reflects my adaptability, initiative and capacity to deliver end-to-end outcomes across strategy, product, branding, marketing & operations, as well as excellent customer service.

Key Achievements:

- Generated **£75,000+ total revenue to date** and sold **700+ artworks/products** across the UK, Europe, the US and Asia.
- Built the brand end-to-end: creative direction and brand identity, strategy, product range, website, UX flow, SEO, copywriting, customer journey and video storytelling.
- Designed and managed digital marketing campaigns (Meta ads, social media content, email, blogging) to grow traffic and conversions.
- Developed & launched product lines, apparel and print collections; managed pricing, suppliers, fulfilment and customer service.
- Produced high-quality photography and video content, strengthening brand storytelling and consumer engagement.
- Managed successful solo exhibitions and art fair shows, including in **London, New York, and Tokyo**, growing my global brand presence.
- Featured in online publications, radio and print media through media outreach.

Positioning for employers: Built a profitable commercial brand independently – now ready to apply this drive, creativity and capability within a collaborative team environment to create greater impact.

AWARDS & CERTIFICATIONS

King's College London Enterprise Award (2018)

Duke of Edinburgh Gold, Silver & Bronze (Gold presented by HRH Prince Edward)

Young Enterprise Award

Full & Clean UK Driving Licence

WHAT I BRING

- Hybrid commercial-creative skillset
- International experience (UK and Singapore)
- Strong communication and client rapport
- Entrepreneurial mindset, ownership and initiative
- Content, branding and digital marketing capability

CAREER HIGHLIGHTS

- Utilised my business degrees & experience to build a profitable global art brand & e-commerce business.
- Supported global companies expanding into the UK at MIDAS in Manchester.
- Relocated to Singapore to gain international business exposure, sales and start-up experience.

BUSINESS DEVELOPMENT EXECUTIVE

MIDAS (Manchester's Inward Investment Agency)

Dec 2022 – Jul 2023, and Mar – Jul 2020 | Manchester, UK

Promoted Greater Manchester's creative, digital and tech ecosystem globally to attract foreign direct investment.

Key Achievements:

- Delivered international business development projects, supporting international companies exploring UK expansion opportunities.
- Conducted market research, created pitch materials, and provided strategic insight to inward-investing companies, including on-the-ground support to enable job creation.
- Coordinated **international delegations and trade visits**, working closely with UK Department for Business & Trade to support missions from Europe, North America and Asia, including Singapore.
- Supported **Mayoral international activity** and strategic sector initiatives across tech, creative and digital industries.
- Recognised for professional communication, relationship building & project ownership.

HEAD OF BUSINESS DEVELOPMENT (B2B DIVISION)

A Better Florist Pte Ltd *Sept 2018 – Nov 2019 | Singapore*

Led the B2B office plant rental division of a fast-paced e-commerce gifting start-up.

Key Achievements:

- Promoted from Account Manager to lead B2B sales and operations.
- Managed **end-to-end sales cycle**: prospecting, pitching, negotiation, onboarding and account management.
- Oversaw logistics, service delivery, inventory, finance tracking, and client relationships for B2B accounts.
- Recruited and managed interns; supported HR, training and performance oversight.
- Contributed to market research & product development to improve service offerings.
- Played a major role in the B2B division's **successful sale & handover**.
- **Relocated from the UK to Singapore** for this role to develop my international business expertise, sales skills and cultural awareness.
- Gained deep familiarity with Singapore and APAC's commercial landscape, customer expectations, and fast-paced start-up culture.

CONSULTANT (MARKETING & CLIENT SERVICES)

US2U Consulting Ltd

2015 - Present (part-time - family business) | Norwich, UK

Contributed to marketing, research and client engagement in an international management consultancy.

Key Achievements:

- Conducted industry research, survey analysis and client reporting.
- Produced marketing materials, digital content and social media assets.
- Supported website updates and brand communication.
- Joined **UK Government trade mission to Qatar** (2019).
- Onboarding new team-members and providing performance reviews

I would welcome the opportunity to discuss my experience further and learn more about your organisation.