



Sam Sylvester

Omnichannel consultant with a passion for connecting physical retail offerings with digital experiences.

London, UK

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Languages

English (Native)

Spanish (Basic)

About

Omnichannel consultant with a passion for connecting physical retail offerings with digital experiences. My work centres around innovation and strategy for connected omnichannel retail experiences. Consumers expect seamless interactions with the brands they love, no matter where they are or what channel they are engaging through. I help brands lead the way. Well-versed in observing disjointed, clunky touchpoints and developing cohesive best practice for channels to connect.

BRANDS WORKED WITH

Farfetch

MATCHESFASHION

Experience



● Omnichannel Consultant

Farfetch | Feb 2018 - Aug 2022

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● Innovation Lead

MATCHESFASHION | Jan 2015 - Jan 2018

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Education & Training

2005 - 2009

● Leeds Metropolitan

BA Hons , Business Studies