

Christopher Wall

MARKETING & COMMUNICATIONS STRATEGIST | BRAND · DIGITAL · PR · CREATIVE PROJECTS

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Marketing and communications strategist working across design, fashion and culture, combining commercial performance inside MillerKnoll with founder-level ownership of Underwall and independent brand strategy work. Experienced across brand positioning, digital/social, PR, CRM, content, events and client strategy, with a record of turning creative concepts into structured, measurable delivery.

CORE EXPERTISE

Brand Strategy & Positioning · Digital & Social Strategy · Content & Campaign Planning · PR & Placements · CRM & Customer Journey · Partnerships & Events · Commercial Strategy · Editorial & Creative Direction · Analytics / KPIs · Project Management

PROFESSIONAL EXPERIENCE

FREELANCE | Marketing Strategist

Paris / Remote | 2026 – Present

- Advise fashion, design, culture and emerging consumer brands on positioning, go-to-market strategy, audience/competitor analysis, campaign planning and digital/social content systems.
- Build client-facing strategy decks, messaging frameworks, customer journeys and KPI structures; work directly with founders and creative teams on briefs, partnerships and launch planning.

MILLERKNOLL / HERMAN MILLER | Sales & Design Specialist

Paris, France | 2024 – Present

- Owns the premium DTC customer journey from consultation and specification through quotation, conversion, order coordination and post-sale follow-up.
- Generates ~€19K average monthly sales and €230K+ across a 12-month period, combining commercial follow-up with product storytelling and design-led consultation.
- Supports showroom marketing, merchandising, client reactivation, CRM/database growth and performance tracking using Shopify, Excel, Percepio, Syteline and Sprinklr.

UNDERWALL | Founder, Editor & Creative Director

Paris, France | 2025 – Present

- Founded and built an independent fashion, art and culture platform from concept to market — positioning, business model, editorial identity, creative direction, marketing and partnerships.
- Delivered Issue 01 end-to-end: 150 pages, 14 editorial projects, 500-copy print run and ~€12K budget, coordinating contributors, production, suppliers and printer relationships.
- Built the DTC launch ecosystem across underwall.co, social, email and a Paris gallery event; manages subscriptions, future issue planning and selective distribution.

LORETTE COLE DUPRAT | Communications & PR

Paris, France | Jun – Sep 2024

- Supported PR, social content, showroom coordination and celebrity placements linked to FKA twigs at Vogue World, Lalisa “Rockstar,” Katy Perry “Woman’s World” and Symone.
- Coordinated samples, visual assets and placement follow-up, translating cultural moments into coherent press- and social-facing brand storytelling.

EARLIER COMMERCIAL & CREATIVE EXPERIENCE

- META CAMPANIA COLLECTIVE — Showroom Assistant, Paris Fashion Week
- LES DEUX @ GALERIES LAFAYETTE — Sales Advisor / Brand Representative
- DICKIES @ GALERIES LAFAYETTE — Sales Advisor / Brand Representative
- FROGPUBS — Hospitality Manager

EDUCATION

ESMOD Fashion Business

Paris, France | 2023 – 2026

Bachelor, Fashion & Luxury Marketing.

Bachelor's Final Project: Underwall. Winner, ESMOD Business Marathon for Chanel — AIRD, a strategic concept for AI, biomaterials and wellness in luxury ready-to-wear.

The BRIT School (UAL)

London, UK | 2019 – 2022

BA, Visual Arts & Design — Distinction.

Selected collaboration with Central Saint Martins and the University of the Arts London.

SELECTED PORTFOLIO WORK

- Colebrook Bosson Saunders / MillerKnoll — self-initiated digital & social audit and growth plan
- Boks & Baum — digital & social marketing strategy (team project)
- L'Artisan Parfumeur — independent brand & digital audit
- Underwall Issue 01 — brand, editorial & commercial launch
- Chanel / ESMOD Business Marathon — AIRD, winning strategic concept

CERTIFICATIONS, TOOLS & LANGUAGES

Certifications — Google Marketing Analytics (Google); Retail Marketing Strategy (Penn State University).

Tools — Shopify, Excel, Sprinklr, Syteline, Percepio, Squarespace, Adobe Creative Suite, CRM & email marketing platforms.

Languages — English (native), French (native), Italian (working proficiency).