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Sydney · Northern Beaches

SELECTED RESULTS

\$1M+

RECORD MONTHS, PADRE

70%+

ENGAGEMENT RECORD, PADRE

+150%

ONLINE SALES GROWTH,
FANTASTIC

17→30%+

ONLINE SHARE OF TOTAL
SALES, FANTASTIC

NPS 68

RECORD, FANTASTIC

13→25%

MKT SHARE, PARAMOUNT

CAPABILITIES

- P&L Leadership & Strategy
- Omnichannel Growth & eCommerce
- Brand & Customer Experience
- Brand Transformation & Major Rebrands
- Board & Private Equity Partnership
- Negotiation — EBA, Contracts & Leases

C-SUITE · COMMERCIAL, MARKETING & ECOMMERCE LEADER

Jacqui Hawkins

Building & growing consumer brands in complex multichannel businesses

A commercial operator first, marketer second — I **own the P&L** and move the numbers that matter.

Commercially driven general manager and marketing leader with 20+ years' experience leading growth, transformation and performance across retail, FMCG, oil, entertainment and hospitality. Most recently General Manager of Padre Coffee and Group Head of Marketing for Seven Miles Coffee Roasters.

Proven track record of sustained revenue growth, brand and business transformation, and scaling multi-channel organisations across retail, wholesale and ecommerce — with deep expertise across strategy, P&L leadership, brand, digital and customer experience.

An authentic, collaborative leader known for building high-performing teams and aligning organisations behind clear direction — with a strong track record of partnering closely with Boards and private-equity owners.

Experience

Padre Coffee

Oct 2024 – Mar 2026

General Manager

Full P&L ownership of a multi-channel specialty coffee business spanning retail, wholesale and ecommerce across Australia — strategy, performance, people and brand.

- Delivered **record monthly revenue, surpassing \$1M+ in a single month**, despite global coffee cost pressures; drove **+30% ecommerce revenue** growth.
- Set and delivered the 3-year strategic plan, driving retail-led growth and omnichannel expansion.
- Led end-to-end brand transformation — new identity, packaging and positioning — and launched a new ecommerce platform.
- Led the product innovation pipeline from concept to commercialisation, bringing new formats and seasonal ranges to market and unlocking new revenue streams.
- Secured marquee partnerships (Melbourne International Film Festival, OzHarvest) and launched the St David Dairy café collaboration.
- Navigated complex enterprise bargaining and industrial action with zero disruption; achieved **70%+ employee engagement**, the highest in company history.

Seven Miles Coffee Company

Dec 2023 – Oct 2024

Group Head of Marketing

Led marketing across a multi-brand portfolio, driving growth across trade, retail and ecommerce channels.

- Repositioned brand strategy and built clearer brand architecture and storytelling across the portfolio.
- Improved digital marketing effectiveness and lead generation across wholesale channels.
- Aligned marketing, sales and product, setting foundations for ecommerce and lifecycle marketing.

EDUCATION

Bachelor of Business (First Class Honours)

University of Technology, Sydney

UTS School of Marketing
Honours Scholarship

TOOLS & STACK

Shopify

SAP Commerce Cloud

Klaviyo

Emarsys

Meta Ads

Google Ads

Loop

Lightspeed

CIN7

Qualtrics

Tracksuit

Xero

Claude

SECTORS

- Specialty coffee & FMCG
- Retail & furniture
- Entertainment & media
- Oil & motorsport
- DTC ecommerce & pet

REFEREES

Available on request

Experience (continued)

Tails & Treats

Jan 2023 – Dec 2023

Owner & Co-Founder

Built and ran a DTC ecommerce pet business end-to-end — digital marketing, product curation, supplier partnerships and customer experience, with a performance-marketing approach to drive traffic and sales.

Fantastic Furniture

Nov 2015 – Jun 2022

GM Marketing & Ecommerce · progressed from Marketing Manager → Head of Marketing

Executive Leadership Team member reporting to the CEO. Owned Marketing, Ecommerce, Visual Design and Retail Design, plus the digital P&L and budgets.

- Grew **online sales +150%** and total business sales +46% (FY18–FY21); grew ecommerce from **17% to 30%+** of total sales.
- Delivered a full rebrand across every touchpoint; won the **2022 APAC Effie Award** (brand consideration +5%, sales +37% YoY).
- Grew the website to Australia's 2nd most-visited furniture site; built drop-ship to 11% of online sales.
- Managed the end-to-end delivery of new store openings and major refurbishments across the national retail network — concept to execution.
- Achieved a **record NPS of 68**; launched market-leading tools — stock check, lead times, 3D sofa models and AR.
- Collected 30,000 reviews in 10 months at 4.41/5; built and led a high-performing cross-functional team.

Paramount Home Media Distribution

May 2011 – Oct 2015

Marketing Director · progressed from Trade & Campaign Marketing roles

Executive marketing leadership through a period of significant organisational transition to Universal Sony Home Entertainment.

- Exceeded the year-end target by **\$1.5M** in a declining market during business closure.
- Recovered declining categories with targeted commercial initiatives, lifting **market share from 13% to 25%**.

Earlier

Jet Multimedia — Co-Owner of a family-run events & media business in the high-performance automotive sector, managing sponsorship, event delivery and marketing.

BP Australia / Castrol — early-career brand & marketing roles supporting major consumer brands across strategy, campaigns and commercial growth.