

KELLIESHA WHITE BIO

Kelliesha White is an esteemed Marketer who is currently the Senior Brand & Cultural Impact manager at tech platform Depop. She is at the core of youth culture, bringing insights into the wider business and is constantly challenging the business to ask 'Why should our communities care?'.

Her experience spans the lifestyle sector including brands such as Smartwater, Pernod Ricard, Ellesse, Bumble, Adidas and Reebok, to mention a few – supporting them to connect with their audience through an authentic lens – putting their communities at the heart of the work.

Commended for always bringing a different perspective into the room she has been noted for using her life experience as a tool to widen the cultural peripheral of those who collaborate with her – creating space for innovation.

Kelliesha believes that being a marketer means 'You have to be a people person, you have to know how to connect with people'. Something that she has developed a love for growing up in diverse inner-city North London where she learnt to love cultures from all different corners of the world.

Her unconventional path has led her to associate lecturing and tutoring within the fashion communications realm where she aims to create access for those who have a similar upbringing to herself with little to no way into the creative industry.

After recently winning the prestigious Patricia Mann awards at the WACL Awards Kelliesha is set to be a provoking thought leader in marketing & communications where she will continue to pass the baton to those coming up behind her, pushing the industry forward.

Kelliesha has delivered talks at L'Oréal group, London College of Fashion, Youth Marketing Strategy, BIMA, Samsung, Performance Marketing world Unlocked & more – exploring topics such as Gen Z, Culture and Community Marketing and creating access to the creative industry.

Outside of her work Kelliesha mentors Fashion university students and is on the Advisory board for Youth Violence Charity Power The Fight.