

ELLA BRITTEN-JONES

Partnerships & Growth | Customer and Category Insight | Founder

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PROFILE

Nearly four years at MECCA built a strong instinct for how people buy: what earns trust, what makes a recommendation credible and what brings someone back. Building VESSEL added the other side — finding and managing external partners, testing a new category idea and making decisions without an existing playbook. Brings frontline customer understanding, commercial judgement and hands-on ownership to partnerships and category growth.

EXPERIENCE

MECCA, Double Bay — Store Host → All-Rounder Oct 2022 – Present

Premium beauty retail; high-volume customer relationships, product education and conversion

- Built a loyal client base across skincare, makeup, fragrance and home by understanding the person first and recommending second; customers regularly returned specifically for personalised advice.
- Achieved the store's highest recorded individual client sale (>\$10,000) through consultative, needs-based product curation.
- Helped plan and run in-store brand activations and campaigns, representing MECCA and partner brands directly to customers through live selling and public engagement.
- Onboarded and trained new starters on product knowledge, consultation technique and customer experience, helping people become confident in a fast-moving, highly product-led environment.
- Customer-care approach recognised internally by MECCA founder Jo Horgan; selected for founder-led entrepreneurial workshops focused on innovation and customer experience.

VESSEL — Founder & Product Lead Mar 2026 – Present

Premium travel skincare system built independently from customer insight through international sampling

- Turned a repeated frontline customer problem into a five-container product architecture designed around how premium skincare is actually applied, rather than generic travel storage.
- Sourced and managed manufacturers in China, comparing suppliers, negotiating requirements and MOQs, briefing samples and resolving development questions across time zones.
- Self-taught the supplier communication, technical specification and AI-assisted workflows required to run development independently, despite entering physical product development without prior manufacturing experience.
- Ran original customer research and a 10-competitor audit to sharpen positioning and support a premium AUD \$149 price point; built and stress-tested the unit economics behind it, including landed cost, contribution margin and CAC ceiling.
- Produced manufacturer-ready specifications across 70+ documented revisions. Inspection of the first physical sample identified manufacturing non-conformance and led to a clearer tolerance methodology separating function-critical dimensions from normal manufacturing variation.

Peak Performance Careers — Marketing & Content Support Feb 2025 – Feb 2026

- Wrote social, email and web content within an established brand voice, maintained a recurring content calendar and used audience response to refine what was published.
- Supported market and competitor research and day-to-day marketing execution alongside customer-facing work at MECCA.

SELECTED PRODUCT WORK

OFFLINE — working marketplace prototype designed around real-world social connection, venue check-ins, mutual intent, trust and safety controls, and behavioural incentives. **Relay** — working AI prototype that turns spoken conversations into structured, reusable outputs.

EDUCATION

University of Sydney — Bachelor of Laws & Commerce | Dalyell Scholars Program invitee; deferred 2026.

Regent's University London — Global Business Management | First-year average 90/100 before transfer.

SKILLS

Relationship management · Customer onboarding & education · Consultative selling · Customer & category insight · Partner/supplier management · Market & competitor research · Growth & go-to-market thinking · Quantitative decision-making & commercial modelling · Qualitative research · Project ownership · Product strategy · Brand positioning · AI-native workflows · Public speaking