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# Jack Norman

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## Contact Information:

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## About me:

Having developed a unique set of skills through a diverse range of professional roles, alongside social entrepreneurship; creating better experiences for people through innovation and collaboration has always been at the heart of my work.

## Personal Projects:

### Notes on Mental Health & Golf

A handbook to better your mental health through golf.  
Released in 2024, all copies sold. Collaborative copy with GGNC also sold out.

### Scrumplings

Founded in Lockdown of 2021 with my wife. We created an original DIY Dumpling Kit and fulfilled over 5,000 orders in 18 months from our tiny basement flat.

### Milk for Tea

Acted as Founder and Creative Director from 2015-2020. MFT was a men's mental health social enterprise with the sole mission to combat male suicide.

## Education:

Legal Practitioners Course | Kaplan Law School, 2014-2015, **Merit**

LLB Law with Business | University of Brighton, 2011-2014, **2.1**

## Work Experience:

Freelance Consultant | Oct '22 - Present:

### Gumtree Golf & Nature Club | Apr '23 - Present

- Working on collection and product development with cut and sew partner in NYC.
- Working on campaigns and styling to bring collections to life.
- Working on collaborations and brand partnerships.

### Big InStore | Jan '24 - Nov '24

- Working on business development and brand building for the US Market.
- Working with big OEM brands to deliver multi-purpose golf displays.

### Fujimoto Golf | Nov '23 - Sep '24

- Worked primarily on collaborations for US.
- Planned and delivered the Sugarloaf Social Club x Makino Collaboration Putter.
- Planned and delivered the Local Rule x NNRG Collaboration Putter.

### GANT | Jan '23 - Oct '23

- Worked as Studio Manager for the 240 Mulberry St project.
- Worked with multiple brand partners in the lead up to opening including contractors, interior designers and third party brands.
- Ran events and influencer fitting sessions from the studio, alongside hosting brand visitors.

### MANORS Golf | Oct '22 - Mar '23

- Worked on re-brand, market research and product development for First Frontier.
- Planned and delivered a one-of-a-kind experience for 30 guests in Scotland.
- Worked with multiple brand partners for bespoke gifts and experience for the trip.

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### UK Head of Marketing, J.LINDBERG | 2022

- This was a new role, created foundational pillars for a successful marketing strategy.
- Designed and implemented a ambassador and partnership matrix with budget planning.
- Led on the largest marketing project the brand has delivered with a \$1m+ budget.
- Planned all aspects of the Robbie Williams collaboration at the 150th Open including, but not exclusive to: Campaign Shoot, week long event series for 200 guests including 50 VIPs, all relations with RW's team, delivering a bespoke gifting package for guests and working with multiple vendors on site.

