ELLA BRITTEN-JONES

Finding the story | Earning trust | Making across formats

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I find stories in what people actually do. Nearly four years at MECCA taught me to listen without a script, earn trust before offering an answer and recognise patterns across thousands of conversations. Building VESSEL took one of those patterns through research, positioning, writing, product design and a first physical sample. SOURCE IT, Relay and OFFLINE took three more into working software prototypes. I bring the same curiosity and editorial judgement to film, software and web work: understand what is true, then choose the format that makes it useful.

EXPERIENCE

Founder & Product Lead — VESSEL

Mar 2026 – Present

Travel skincare system — insight, positioning, brand voice and product development, built independently

- Customer insight to product: identified an unresolved problem through frontline relationships at MECCA — customers were repurchasing, decanting or compromising products they already owned because existing travel systems preserved volume but not application method, labelling or routine; translated that pattern into VESSEL's five-format architecture.
- Evidence before action: diagnosed a structural flaw in the first physical sample by measuring it against the locked specification before writing a correction, tracing the fault to the testing process rather than assuming manufacturer error — then rebuilt the methodology around physical validation.
- Positioning & competitive narrative: ran a 10-competitor strategic audit that informed the AUD $149 price point, reframed VESSEL's category language and treated competitor scale as validation of the underlying customer behaviour rather than a reason to imitate the product.
- Research and production: directed market research, competitive analysis, specification documentation and content iteration across successive manufacturing specification versions, using AI tools to accelerate the work while checking the decisions against source evidence.
- Brand voice & copy: defined VESSEL's positioning, messaging architecture and editorial standards across every customer touchpoint, ensuring the same strategic narrative remained consistent from research through launch planning; wrote the origin story developed for VESSEL's press and gifting-guide copy.
- Audience research: tested pre-launch product and content assumptions through direct conversations and Instagram polling, then revised messaging in response to recurring objections and language patterns.

Store Host → All-Rounder — MECCA, Double Bay

Oct 2022 – Present

Thousands of unscripted conversations, translated into trust, training and customer care

- Trust and community: conducted thousands of unscripted customer conversations, learning how to read what different people needed, build trust without a script and turn recurring patterns into useful recommendations.
- Commercial outcome: achieved the store's highest recorded individual client sale (>$10,000) through consultative, needs-based selling, not persuasion.
- Team contribution: relationship-led approach recognised internally by MECCA founder Jo Horgan; trusted to train new team members in product knowledge and consultation technique.

Marketing & Content Support — Peak Performance Careers

Feb 2025 – Feb 2026

Project-basis marketing support for a careers-coaching business, alongside my role at MECCA

- Owned-channel content: wrote and produced the brand's social content and copy across email, web and social, working inside an existing voice and offer positioning rather than reinventing it — one person taking a message from idea to published post.
- Audience and cadence: monitored engagement to read what the audience responded to, and planned a recurring content calendar so the brand's presence stayed active and had a reason to publish each week.

ADDITIONAL PRODUCT SYSTEMS (PROTOTYPE-STAGE)

- SOURCE IT (The Certainty Gap): a sourcing-investigation prototype that tests whether a retail product can be traced to its actual maker — live web discovery and marketplace photo search, tested in bounded cases; no original manufacturer yet verified.
- Relay and OFFLINE: working prototypes built from two behavioural questions and taken through product logic, interaction design and clickable screens; exploratory projects, not active ventures.

LEADERSHIP & PUBLIC SPEAKING

- Vice Head of Dalton, Year 12: led a 100-student mentorship program and delivered regular public speaking at assemblies and to parent audiences.
- Volunteer, Cancer Council: ongoing involvement including public speaking and mentoring.

EDUCATION

Bachelor of Laws and Commerce, University of Sydney — Dalyell Scholars Program invitee; deferred 2026.
Bachelor of Global Business Management, Regent's University London — average mark 90/100 (2019–2020).

SKILLS & TOOLS

Story-finding from real behaviour · Writing & editorial judgement · Brand voice · Positioning and competitive narrative · Producing across formats — film, web, software · Design fluency & art direction · Qualitative customer insight · Audience research and testing · Community and trust-building, in person · AI-assisted research & production · Technical specification & documentation