

FREELANCE

Social Strategy and Content producer - @middleagedminx

- Creating & implementing social strategy
- Coordinating events with the Mareylebone hotel, Stella McCartney and more
- Capturing, editing and posting video and image content

Social content and Partnerships Coordinator - MAHARISHI

- Creating & implementing social strategy
- Coordinated Little Simz merch creation and event
- VIP clientelling and PR loans coordination
- Capturing, editing and posting video and image content

A creative producer with over 4 years of experience delivering multi-channel content and spearheading brand partnerships. Confident in front of and behind the camera.

SKILLS & STRENGTHS

Driving license & car
Adobe & Microsoft Suite
Social Media and Branding
CAD software
Sewing & pattern cutting
Client management
Fire & First aid training

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Digital Media and Social Partnership Coordinator - MONC

- Art directing and creating all content from storyboarding to post production
- Responsible for monitoring and posting on Instagram, Tiktok, Pinterest, LinkedIn
- Leading production of campaigns; liaising photographers, booking models & venues
- Instigating and managing influencer partnerships, brand collaborations and events
- Adopting brand's luxury tone for copywriting on web, blogs, social posts and email
- Utilising analytic platforms e.g. Later, to adjust strategy an presenting insights

Digital Content Creator & Stylist - Loop Generation

- Developed and presented 'lil looks' content series
- Assisted with visual merchandising for the new Men's store
- Forecasting trends, creating lookbooks and styled looks for shoots
- Regularly transforming interal displays and product curation
- Built external client relations, building brand community

Junior Creative Producer - Elton John Aids Foundation

- Created internal and external assets for print and web
- Coverage of Pride march 2023 and 2024

Studio Assistant - Tom Dixon

- Assisted with material research and supplier liaising high profile client projects; Virgin Cruise ship VIP suites, Chelsea Flower Show, Pullman Hotel
- Coordinated new product photoshoots and overall campaign
- Organised design sample library and maintained supplier relationships
- Managed office move to Coal Drops Yard and established FOH in new location
- Responsible for internal and external events; press releases, socials & activations

CONTACT

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Based in N1
British Citizen

BA Arts Hons: Product Design at The Glasgow School of Art

- Experienced in graphic, product, service and codesign processes.
- Intimately familiar with design thinking and strategy when approaching a project
- Working to creative briefs, iterating ideas with prototypes and working with creative feedback
- UX / UI experience creating websites, visuals and tools with multidisciplinary applications
- Working with extenal clients; Royal Mail, NHS Lanarkshire, GSASA
- Speculative projects, working with future technologies and forecasting problems and processes
- Collaborative prjobject work - managing multiple creative inputs

EDUCATION