

Digital communications and marketing professional with experience in social media management, campaign execution, content creation and brand communications across multiple accounts. Experienced in developing clear, engaging messaging and translating audience insights into effective communication strategies. Brings an additional background in UX/UI, user research and customer success, with strong visual and creative skills and hands-on experience with AI-powered content creation and workflow automation.

## Experience

### Digital Marketing Campaign Manager | Taking Control

2024 - Present

- Develop and execute digital communication strategies, content and storytelling across Meta platforms for 13 diverse accounts, maintaining consistent brand messaging.
- Manage social media, content production and campaigns, including on-site filming, video editing, visual content and copywriting.
- Create audience-focused content and integrate AI image & video generation into creative workflows.

### Product Designer & Customer Success Manager | Prepay

2022 – 2024

- Conducted user and market research, analyzing customer needs, pain points and qualitative data to improve products, communication and customer experience.
- Managed customer communication and onboarding, translating feedback and insights into actionable product and communication improvements.
- Collaborated with Product, Design and Engineering teams to develop user-centered digital experiences.

### Visual Coordinator | ZARA

2021 – 2022

- Created visual displays, window layouts and in-store styling while maintaining global brand guidelines and consistent brand identity.
- Used sales data and customer insights to optimize commercial spaces and strengthen customer engagement.
- Coordinated seasonal campaigns and trained teams on visual merchandising standards and brand guidelines.

## Education

**The Open University** -B.A. in Communication | 2nd Year

**Netcraft Academy** - Extended Certificate in Graphic Design & UX/UI

## Skills

Social Media Management · Content Strategy · Digital Communications · Brand Communication · Copywriting · Campaign Management · Audience Engagement  
Content Creation · Video Production · Video Editing · Visual Storytelling · Visual Design · Creative Direction · ChatGPT · Claude · Gemini · AI Image & Video Generation · Workflow Automation · Zapier · CSS · HTML ·

**Tools:** Meta Platforms · Figma · Framer · Photoshop · Illustrator · Canva · CapCut · WordPress / Elementor · Microsoft Office