



## Work experience



### LTX Studio (Lightricks)

Social Media Manager & Content Creator

Nov 2024 - Current

- **Creative Lead for Social Media Content:** Led the end-to-end creation of short-form video and visual assets, growing the brand's social following by 100,000+ across platforms in just 5 months.
- **Strategic Content Development:** Designed and implemented the social content strategy, driving a 400%+ increase in organic traffic to the platform and consistently producing top-performing posts.
- **Influencer & Community Activation:** Built and executed an influencer outreach program and fostered an active creator community, expanding brand reach and encouraging UGC.
- **Performance-Driven Production:** Created the top 10 highest-performing pieces of content across all platforms by leveraging analytics, trend insights, and agile creative testing.



### Ninety One

Multimedia Specialist

Dec 2021 - Sep 2024

- **Produced Engaging Social Media Content:** Created and optimized content for platforms like LinkedIn, driving professional engagement and establishing thought leadership.
- **Creative Concept Development:** Filmed and edited original video assets, ensuring brand consistency while adapting content to resonate with American digital consumption habits.



### ZOE Global

Senior Content Producer: Design & Video

Mar 2021 - Dec 2021

- **Social Media Strategy Development:** Defined and executed comprehensive social media strategies for health and wellness ventures, focusing on building brand presence across social platforms.
- **Established and Managed YouTube & Instagram Channels:** Set up and grew ZOE's YouTube channel, resulting in over 200,000 subscribers and 1.6 million monthly views.
- **Award-Winning Campaigns:** Led multimedia projects that earned ZOE two Drum Awards, recognizing excellence in digital marketing and content creation.



### Nuffield Health

Organic Content Production Manager

Mar 2015 - Mar 2021

- **Launched Remote Workout Streaming Platform:** Set up a streaming platform with over 400 workouts, resulting in an estimated 20% reduction in gym users ending their memberships.
- **Boosted YouTube Engagement:** Established Nuffield Health as an industry leader in health and fitness content, achieving over 12,000,000 YouTube views annually.

## Key competencies

### Software & Applications

- **Adobe Creative Cloud:** Premiere, After Effects, Photoshop, Illustrator | **AI:** Google Flow, Imagen 4, Claude, Gemini, Suno, Elevenlabs, Runway, Krea AI, Topaz, FLUX | **Other:** DaVinci Resolve, Figma, OBS, Soundly | **Social Media Platforms:** LinkedIn, Instagram, Facebook, YouTube, TikTok, X | **Media Management:** Hootsuite, Sprinklr, Sprout Social, Buffer, Dash, SocialPilot | **Analytics & Insights:** Google Analytics, Facebook Insights, Instagram Insights, LinkedIn Analytics, YouTube Studio

## Education

### University of Surrey

Film Studies (BA Hons) | 2:1 (3.6 GPA)

Sep 2009 - Jul 2013