

Sarah Kiran Mitchell

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PERSONAL PROFILE

Highly capable and well-organised **Creative Content & Editorial Manager** with a strong foundation in digital communications and marketing from in-house brand teams in the FMCG, wellness, environment and couple and family support sectors. Demonstrates considerable expertise in content strategy, commissioning and editing, brand messaging, asset development, testing, campaign management and content production for a range of paid and owned channels. A pragmatic and collaborative individual with a keen eye for detail who is insight-led and excited by digital trends and innovations. Currently freelancing and completing a UI Design Portfolio Bootcamp with CareerFoundry. Seeking a **Senior Creative Content & Editorial** role with an interesting organisation. 2024 freelance clients include Maybe Agency, Our Media, The Thought Partnership and Brands and Culture. British Citizen with a multicultural background – resident of Portugal, consulting from Portugal and UK.

KEY SKILLS

- Content strategy
- Campaign management
- Relationship building
- Stakeholder management
- Commissioning
- Copywriting
- Editorial
- Long-form and short-form
- Content management systems
- Shoot production
- Project management
- Problem solving
- Reporting
- Digital platforms

CAREER HISTORY

Pukka Herbs

Jan 2021 to Jan 2024 - Bristol, UK

Premium organic herbal tea brand with a mission to nurture healthier, happier lives through organic plants

Global Social and Content Manager

Content, strategy and copy lead for organic and paid social media - briefing and collaborating with in-house experts, creative team and agencies, copywriting, content creation, shoot production, creative asset feedback and reporting for global projects and lead campaigns.

Achievements:

- Brand champion for digital channel and format best practice and insight-leading media briefing and content and asset creation for owned and paid social media campaigns
- Working with UK, US and other lead local markets to run Pukka Global content strategy to create a cohesive and global presence on Pukka social media driving increase in engagements and community growth through content
- Internal stakeholder and external agency relationship management for lead campaigns and projects to ensure best in class project management, content creation and channel activation globally
- Leading shoot production for owned content shoots, liaising with external photographers and stylists to create content that is on brand, beautiful and digital first
- Successfully onboarding new social systems, platforms and content management systems, and continuously improving product UX, workflows and ways of working

Avon Wildlife Trust**Jun 2017 to Jan 2021 - Bristol, UK***Largest conservation charity working to protect wildlife in the West of England***Communications Officer**

AWT brand lead, ensuring correct branding, tone, voice and messaging throughout all Communications. Creative editor and project manager for the bi-annual Wild Avon magazine going out to over 17,000 members. Commissioning and briefing writers and creatives for high-profile print and digital publications. In-house designer for all advertising material including social media and the website.

Achievements:

- Design, content creation and reporting for print and digital channels to support AWT's conservation campaigns, fundraising, events and to educate our audience on the importance of nature and wildlife
- Worked in the Comms team to lead a website rebrand, creating a new website with an improved UX, aesthetic and with a much more modern user journey for our audience
- Project managing, writing, editing and commissioning content for weekly blog, social media channels and bi-annual magazine and video projects to communicate AWT's messaging to our audience
- Lead communications of Avon Wildlife Trust's My Wild Child programme, interviewing, capturing attendee's stories, taking photos, creating videos and online learning content during covid to demonstrate the impact of the project and receive regular annual funding from the Postcode Lottery

Tavistock Relationships**Sep 2013 to Aug 2016 – London, UK***World-leading counselling, psychotherapy and training organisation supporting couples and families***Design and Marketing Co-ordinator**

Brand champion for Tavistock Relationships brand identity, and in-house designer. Co-ordinating and designing content for social media, blogs, advertisements and all other marketing collateral.

Achievements:

- Copywriting and design for online and offline advertising for social media, our newsletter, magazine and digital media that created lead generation for TR's training and couple counselling programs
- Designer for annual review, key publications based on policy and research that was used with high-profile stakeholders for demonstrate impact of work, influence policy and apply for funding
- Successfully executing rebrand, including a new logo, brand assets and website for new and improved brand look and feel helping to increase brand recognition and awareness and creative impact

EARLIER CAREER**Freelance Creative Content & Editorial Manager****Jan 2024 to Present****Wormfood London Music - Social Media, Marketing and Design Manager****Sep 2013 to Aug 2015****Copywriter and Social Media Manager | The Culture Trip****Mar 2012 to Mar 2013****TRAINING EDUCATION & QUALIFICATIONS**

CareerFoundry - UI Design Portfolio Bootcamp

Jan 2024 to Present

Oxford Brookes - Master's Degree Publishing 2.1

University of British Columbia - Bachelor's Degree Anthropology 2.1

Cairo American College - International Baccalaureate 31 points

International School of Kenya - High School B

Training – Leadership Level 2 Training | Printmaking for Textiles | Digital Textile Design

INTERESTS

Digital, Health, Wellbeing, Relationships, Diversity and Inclusion, Storytelling, Design, Nature