



ERIKA FILKOVA

DIGITAL CONTENT CREATOR



+420 724 218 228



eri.filkova@gmail.com



Prague

SOCIAL MEDIA/ PORTFOLIO



[rei.lilith](#)



[rei.lilith](#)



[rei.lilith](#)



[Rei Lilith](#)

ABOUT ME

Creative and detail-oriented content creator with extensive experience in beauty, luxury retail, and brand storytelling. Skilled in producing visually engaging content and understanding audience behavior across Instagram, TikTok, and YouTube. After spending 10 years in London, recently relocated to Prague, bringing an international perspective and strong understanding of global trends. Seeking to continue a creative career in content creation and social media management, where visual storytelling, strategy, and cultural awareness can support brand growth and community engagement.

EXPERIENCE

Freelance – Beauty Content Creator

November 2019 – Present

Remote

- Create beauty-focused UGC and digital content showcasing products, techniques, and trends across social media platforms.
- Complete start to finish process of photo and video shooting, editing and postproduction of all content
- Experience working with studio lighting to enhance subjects, textures, and brand aesthetics.
- Develop visually engaging photos, videos, and tutorials aligned with brand identity and audience interests.
- Stay up to date with social media trends, beauty launches, and platform best practices.
- Build and engage an online audience through consistent content creation and authentic storytelling.
- Managing community interaction through comments, messages, and direct communication.
- Collaborate with brands and adapt content to meet different creative briefs and marketing goals.
- Developing creative, eye-catching content ideas and briefs aligned with brand identity and platform trends
- Collaborated and directly worked with brands including: Anastasia Beverly Hills, Huda Beauty, Beauty Bay, Makeup Revolution, Yepoda, Too Faced, The Sims and more.

LANGUAGE

Slovak (native)

Czech (C2)

English (C1)

Japanese (N5)

EXPERTISE

- Content Creation & Editing:

Expert proficiency in Adobe Creative Cloud (Photoshop, Premiere Pro, After Effects, Acrobat)

- Design & Social Media Tools:

Canva, CapCut, Lightroom, AI tools

- *Visual Storytelling & Branding*
- *Short-Form Video Editing*
(Reels / TikTok / Stories)
- *Attention to Detail & Aesthetic Consistency*
- *Trend Awareness & Creative Concept Development*
- *Communication & Audience Engagement*

Space NK – Colour Specialist

October 2024 – December 2025

London, United Kingdom

- Deliver personalised makeup consultations, combining artistry with in-depth product and shade-matching expertise.
- Advise clients on colour theory, undertones, and seasonal beauty trends to enhance confidence and self-expression.
- Create bespoke looks tailored to individual preferences, lifestyles, and brand aesthetics.
- Build strong client relationships by providing an inclusive, welcoming, and premium customer experience.
- Support store performance through product demonstrations, strategic recommendations, and knowledge of luxury brand launches.
- Collaborate with team members to meet sales targets and uphold Space NK's reputation as a leader in premium beauty retail.

Kendo Brands, Inc. (Kat Von D Beauty) - Beauty Advisor

September 2017 – December 2018

London, United Kingdom

- Represented Kat Von D Beauty at a flagship Oxford Street location, delivering high-impact brand experiences.
- Provided tailored consultations including complexion matching, colour selection, and product demonstrations.
- Achieved and consistently exceeded sales targets through strategic upselling and cross-selling.
- Communicated brand identity through artistry, storytelling, and immersive customer interactions.
- Maintained visual merchandising standards aligned with seasonal campaigns and brand aesthetics.
- Supported team training and contributed to a fast-paced, collaborative retail environment.

EDUCATION

2013 - 2014 Intercultural Institute of Japan

Tokyo, Japan

Certificate of Japanese Language – Level N5

- Completed foundational Japanese language studies with a focus on communication and cultural understanding.

2005 - 2013 School of Art Senica

Senica, Slovakia

Certificate in Painting, Sculpture & Drawing

- Comprehensive artistic training across traditional and contemporary art disciplines.
- Achieved success in national and international art contests, demonstrating creativity, discipline, and visual storytelling skills.