

Linfriola Shanel Pinto

Digital Creative Strategist



Maastricht, Netherlands



[LinkedIn Profile](#)



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A versatile and dynamic digital strategist, I bring over five years of rich experience in marketing, digital strategy and project management. With a proven track record in diverse sectors including digital marketing agency, hospitality, retail, and technology, I have honed my skills in account management, collaborative leadership, leading creative initiatives, and executing strategies. I possess strong strategic, analytical and creative skills and thrive as a team player. I am eager to apply my skills and knowledge to contribute to a dynamic and innovative team.

EDUCATION

MSC. DIGITAL BUSINESS AND ECONOMICS

University of Maastricht, Netherlands
2022-2023

GPA- 8.15/10

PGD IN MARKETING MANAGEMENT

St. Joseph's College of Commerce,
Bangalore, India
2016 - 2017

BACHELOR'S IN COMMERCE

St. Joseph's College of Commerce,
Bangalore, India
2013 - 2016

SKILLS

Creative:

- Designing (Photoshop, Figma, Canva, procreate, final cut pro)
- Creative thinking & collaboration (Miro Board, Airtable)
- Storytelling

Analytics/ Business intelligence:

- Qual/Quant Research
- Power BI- Basic
- R-programming
- SQL
- Tableau

Growth Marketing:

- CRM (Hubspot)
- Social Media and Google Analytics
- Email marketing (Mail Chimp)

Other SKILLS:

- Microsoft Office
- Google Suite

EXPERIENCE

DIGITAL STRATEGIST at Amplifyre GmbH, Berlin, Germany (a Data-Driven IT Services Marketplace)

July 2021- September 2023

- Led the creative development and implementation of comprehensive marketing strategies, guiding projects from initial strategy through to production. Key projects:
 - Optimised social media platforms, leading to X2 followers growth on LinkedIn, Instagram & Twitter.
 - Expanded digital presence with implementation of AMP UP Podcast and Tech Inside-Out Community.
 - Developed storytelling and thought leadership content, achieving 10k-120k+ organic views.
 - Directed creative aspects for client's content, from interviews to webinars, ensuring impactful brand messaging.
- Led the revamping of the website and implementing new platform strategy focusing on enhancing customer experience
 - Conceptualised, designed, prototyped and tested new platform features to optimise platform (created 5 platform iterations)
- Designed and developed presentations, pitches, newsletters, and white papers catering to stakeholders and investors.
- Provided training and support for building online personal branding to enhance digital literacy in the company.

MARKETING EXECUTIVE at Omax Watches Global, Dubai, UAE (a Swiss watch manufacturers with HQ in Dubai)

May 2019 - May 2020

- Streamlined marketing processes, created social media Ad campaigns (min 30-40/month) and planned budgets for the EMEA region, achieving an avg. engagement rate of 3-4%.
- Managed up to 5+ e-commerce key accounts in the Middle-East and Africa (Amazon, Noon, Landmark group, Sharaf DG, Jumia).
- Managed e-commerce planning and processes such as inventory planning, photography, online content, and pricing strategy resulting in achieving maximum visibility and drove online sales by 15%.
- Coordinated content and collateral development with photography and design team based out of Turkey and Iran, in support of marketing campaigns and product offerings.

TRAINING & EXTRA CURRICULAR


MARKETING FELLOWSHIP

The Tempest, Texas, USA
June 2020 - August 2020

ADOBE PHOTOSHOP CS6

The S Bit: Training Reimagined,
Dubai, 2020

STUDENT COUNCIL PRESIDENT

St. Joseph's College of Commerce
 [Student Council Activities Report](#)
2015-2016

VICE PRESIDENT OF AICUF (STUDENT OUTREACH PROGRAM)

St. Joseph's College of Commerce
2014 - 2015

LANGUAGE

| | |
|---------|------------------------------------|
| English | <div><div></div>Native</div> |
| Hindi | <div><div></div>Proficient</div> |
| Dutch | <div><div></div>Beginner- A1</div> |

INTEREST



PROFESSIONAL ARTIST

Skilled in acrylic, watercolour, oil painting and mixed medium.

 [Art Portfolio](#)



TRAVELING AND HIKING

Passionate about history and exploring new experiences



SPORTS

Represented my State in Handball & Netball sports.

EXPERIENCE

SOCIAL MEDIA OFFICER at InterContinental Dubai Marina, Dubai
(a 5-star hotel, part of IHG, a multinational hospitality company)

July 2017 – May 2019

- Managed multiple social media platforms (Hotel + 4 Restaurants), creating content calendars and managing content.
- Executed social media audits, resulting in improved content strategy and 25% growth in audience interaction.
- Led social media advertising campaigns, generating 100% of restaurant reservations only by means of social media Ads.
- Fostered creative partnerships with influencers, photographers, and agencies, coordinating marketing activities and content creation projects.
- Guided the creative process for multimedia content production, overseeing project timelines, resource allocation, and final content quality.
- Managed online reputation management on IHG website and third-party platforms. Achieved 100% customer satisfaction rate.
- Assisted in the development and distribution of press releases and newsletters, managing project workflows and collaborating with new media contacts.

CLIENT SERVICING EXECUTIVE at Think Tree Media House,
Bangalore, India. (a digital marketing agency)

May 2016 – July 2017

- Managed and maintained 23 client accounts, serviced client marketing requirements and created project outline.
- Developed and executed social media marketing campaigns and strategies for clients, working closely with design, content and production teams.
- Analysed social media paid Ads and created performance reports for clients.
- Played a mentorship role, training freshers, enhancing their professional development and integration into the team.