

Angelyn Akukwe

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Stockholm, Sweden (open to freelance, remote & relocation)

E-COMMERCE RESEARCH SPECIALIST

Creative and adaptable e-commerce and content specialist with a passion for writing, consumer insights, and digital storytelling. Skilled in editing, market research and visual communication, with experience turning data into compelling narratives. Angelyn thrives at the intersection of creativity and strategy, delivering content that drives engagement and impact across platforms.

KEY COMPETENCIES

Consumer insights	Content writing
Storytelling	Direct sales
Canva & templates	B2B research
SEO	Social media marketing

PROFESSIONAL EXPERIENCE

RONIN International, London

2024 - 2025

E-commerce Research Associate

Analysed consumer feedback and competitive intelligence to support business strategy and product development. Conducted B2B interviews and business research, gathering insights on market trends and brand positioning. Assisted in survey design, data analysis, and insight generation, supporting decision-making for businesses. Provided multilingual research support (Swedish-English) to expand market research and client engagement.

Victoria's Secret, London

2023 - 2024

Brand Associate

Provided exceptional customer service by assisting with product selections and creating personalized shopping experiences. Exceeded sales targets through in-depth product knowledge and effective upselling techniques. Helped maintain an appealing store environment by adhering to merchandising guidelines aligned with brand vision.

Café Ritazza, Stockholm

2022 - 2023

Barista

Prepared and served a variety of beverages with precision and creativity, consistently meeting or exceeding quality standards, and receiving compliments for latte art and presentation. Delivered excellent customer service by greeting customers, taking orders, and providing information.

EDUCATION & CERTIFICATIONS

Queen Mary, University of London

BA English and Creative Writing

Northwestern University

Social Media Marketing

London College of Fashion

Certificate in Fashion Buying & Merchandising

EXTRACURRICULAR ACTIVITIES

Student Arts & Culture Radio Presenter

Quest Radio, Queen Mary University of London

Contributed to student-led radio programming with a focus on arts, London & Gen-Z perspectives.

Student Editor

CUB Magazine, Queen Mary University of London
Edited & oversaw production of an award-winning student magazine, maintaining editorial standards.

PUBLICATIONS

Greenwashing: why sustainable fashion fails

Opinion editorial exploring the critical issue of greenwashing in fashion PR, inspired by insights from Vogue & WWD following New York Climate Week 2024. Written at the London College of Fashion.

CREATIVE WORK

Cityscapes: fashion photography portfolio

Photography portfolio spanning Los Angeles, New York City & London with an emphasis on fashion & design.

REFERENCES

Professional and academic references are available on request.

