

Angela Martin
E-commerce & Content 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. Thrives at the intersection of creativity and strategy, delivering content that drives engagement and impact across platforms.

Contact Information:

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Key Competencies:

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

Professional Experience:

Brand Associate | Victoria's Secret, London

- Delivered excellent customer service and exceeded sales targets through product knowledge and upselling.
- Maintained an appealing store environment in line with brand vision.

Barista | Café Ritazza, Stockholm

- Prepared and served beverages with precision, creativity, and consistent quality.
- Provided exceptional customer service and built a welcoming café environment.

E-commerce Research Associate | RONIN International, London (2022–2023)

- Analyzed consumer feedback and competitive intelligence for business strategy and product development.
- Conducted B2B interviews and research on market trends and brand positioning.
- Assisted in survey design, data analysis, and insight generation.
- Provided multilingual research support (English–Swedish).

Student Arts & Culture Radio Presenter | Quest Radio, Queen Mary University of London

- Produced student-led radio programming on arts and Gen-Z perspectives.

Student Editor | CUB Magazine, Queen Mary University of London

- Edited and oversaw the production of an award-winning student magazine.

Education & Certifications:

- BA English and Creative Writing, Queen Mary University of London
- Certificate in Fashion Buying & Merchandising, London College of Fashion
- Social Media Marketing, Northwestern University

Publications:

- “Greenwashing: Why Sustainable Fashion Fails” (London College of Fashion, 2024)

Creative Work:

- “Cityscapes” – fashion photography portfolio across Los Angeles, New York, and London

Languages:

- English (Professional)
- Swedish (Professional)

References:

Available upon request.