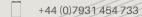
Senior Content & Communications Manager Portfolio

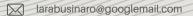


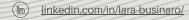
L A R A B U S I N A R O

2024

CONTACT









Blog Content

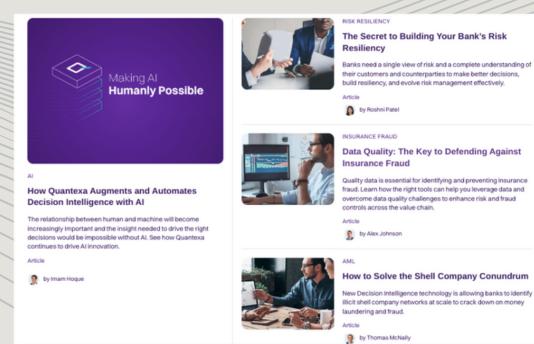
In a nutshell:

As Content & Communications Manager, my goal was to effectively communicate how Quantexa's Decision Intelligence Platform enables organisations to achieve enhanced decision-making by leveraging advanced analytics and artificial intelligence.

Role and responsibilities:

- Unraveled the complexities of Quantexa's advanced technology to ghostwrite articles
- Developed a comprehensive understanding of the Platform's intricacies to establish a solid understanding that went beyond technical language
- Worked closely with subject matter experts (SMEs) to delve into the nuances of Quantexa's capabilities, effectively bridging the divide between technical details and broader audience comprehension
- Drafted content, sought internal approvals from key stakeholders
- Published all content on Wordpress (and later Storybloc)
- · Wrote social media copy to promote articles.

BLOG EXAMPLES



Pathways to pKYC: Different Journeys, Same Foundations

How to Build Additional Context Into Your Machine Learning Algorithm

<u>Unlock Insights From Adverse Media Using Contextual</u>
<u>Search for Unstructured Data</u>

Why You Need Ethical AI and ML to Fight Insurance Fraud

Video Content

In a nutshell:

To maximise content channels, I crafted a video content strategy, creating a Fireside Chat series - Building the Intelligent Enterprise - that featured Quantexa's CEO and leaders from our customer organisations. I also led on the creation of corporate brand videos that showcased Quantexa's new offices across the globe, including Spain and Singapore.

Role and responsibilities:

- Briefed and managed external videographers, reviewing all versions and providing final approval
- Drafted scripts and interview questions to ensure key messages were delivered
- Leveraged social media and email campaigns to maximise distribution targeted at key audiences

YOUTUBE VIDEO SERIES

Link to HSBC Video Interview



OFFICE LAUNCH VIDEOS

Singapore Office Launch Video

Malaga Office Launch Video

Social Media Content

In a nutshell:

I independently managed Quantexa's LinkedIn account, posting a range of content up to three times per day. The goal was to increase our follower base and engagement rates and to encourage Quantexa's target audience to engage with its content and convert. In three years, the follow base increased by 200%.

Role and responsibilities:

- Developed and implemented Quantexa's social media strategy, aligning it with overall marketing goals
- Managed and curated content, ensuring consistency with brand messaging
- Monitored social media channels for industry trends, engagement opportunities and relevant conversations

- Collaborated with internal teams to gather insights for social posts
- Utilised social media analytics tools to track performance metrics, providing insights for continuous improvement
- Provided guidance and influenced the SLT's social media communications strategy.

SOCIAL MEDIA POST EXAMPLES

Quantexa LinkedIn page



How is #Quantexa transforming financial crime risk monitoring and investigations?

Trade based money laundering typologies typically consist of 2 complex issues, involvement of multiple layers and requirement of collusion between the trading parties.

Quantexa's trade finance solution tackles this problem by assessing risk holistically at a customer and counterparty level, using both internal and external data, and overall process innovation. In a blog on the #QuantexaCommunity, Elizaveta Savinykh examines a financial crime case study through two different investigative lenses, and shares how this can lead to materially different outcomes.

Read the blog and discover the best of Quantexa's community content from last month: https://okt.to/vCU8ek

#DecisionIntelligence



This week, Prime Minister Rishi Sunak held the world's first #AI Safety Summit in London where global technology leaders connected to discuss the critical role AI plays in shaping the future of technology. Throughout the week, #Quantexa and Vishal Marria CEO, shed light on the transformative impact #AI is having on the UK's economy, productivity and growth.

Monday saw Quantexa featured in the BBC News at 10pm as Vishal caught up with Faisal Islam to discuss how AI is already being used by FIs around the world to detect and prevent #fraud. https://lnkd.in/g_JYQybgy

On Tuesday, Vishal was interviewed on Bloomberg Daybreak where he shared his view on why long-term success of AI regulation depends on collaboration with companies pioneering the technology. https://lnkd.in/gVAskn-P

We also welcomed Baroness Lucy Neville-Rolfe MP and the team at the Cabinet
Office and Public Sector Fraud Authority to provide an update on how we're
leveraging #AI to deepen our partnership with the UK government and revolutionize
its approach to fraud. https://okt.to/GcQVfs

On Wednesday, The Standard released its article featuring insight from Vishal on how Al-driven technology is already being leveraged to tackle financial crimes and #fraud against the public purse. https://lnkd.in/ghdJm4f2

And on Thursday, City AM profiled Vishal to learn more about becoming the UK's first 'Unicorn' of 2023 and what Quantexa's growth plans are as the company prepares to capture the next wave of growth. https://lnkd.in/gfsQN4D9

What a stimulating week full of insightful discussions, fruitful collaboration and productive networking centered around the future of Al innovation!

For more information on each of the week's events, see the individual LinkedIn posts tagged above.

#DecisionIntelligence

Integrated Content & Communications Campaign | Customer Advocacy

In a nutshell:

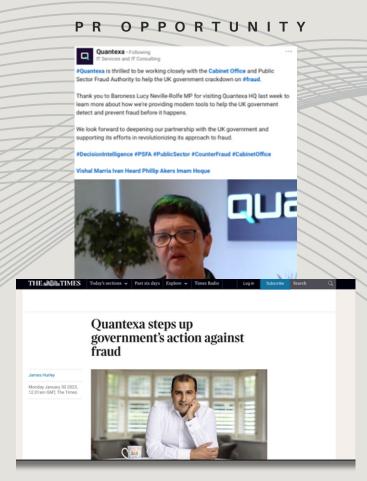
I managed the development of an integrated content and communications Customer Advocacy campaign series. The goal of this series was to communicate the value Quantexa's Decision Intelligence platform delivers to organisations. Below is an example of the UK Cabinet Office customer story.

Role and responsibilities:

- Identified and liaised with the customers and internal stakeholders
- Managed and supported external copywriters, proofreading and editing content across all stages
- Partnered with designers to establish the look & feel of the Advocacy series
- Created and authoring supporting assets to publish and promote the series
- Managed PR/Comms opportunities and Ministerial visit at Quantexa HQ with Minister of Fraud to promote UK Cabinet & Quantexa partnership







Integrated Content & Communications Campaign | Analyst Relations

In a nutshell:

As the Analyst Relations Manager at Quantexa, I played a pivotal role in establishing and nurturing relationships with industry analysts to enhance Quantexa's market positioning through briefings and RFIs.

Role and responsibilities:

- Effectively communicated complex technical information to analysts, ensuring a clear understanding of Quantexa's products and strategic initiatives
- Collaborated closely with SME's to facilitate briefings, presentations, and engagement opportunities and strategically incorporated analyst feedback to enhance our market positioning
- Worked closely with Forrester (as per the below example) to educate them on Quantexa's complex technical offering, bringing in relevant SME's and customers to support the creation of the final report
- Worked with internal designers to create infographics for social media and email marketing
- · Led on the creation of a press release to support report publication.

TEI REPORT



The TEI report was in the top 3 most shared assets across the Sales organisations.

INFOGRAPHICS



SOCIAL MEDIA & PR

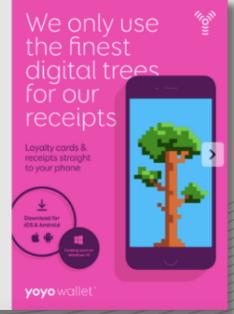
Link to Press Release



Additional Content Examples

AD COPY | YOYO WALLET



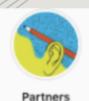


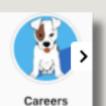
LOGO REBRAND | YAPSTER











NEWSLETTER COPY | UBEEQO

CHILD-FRIENDLY

Ubeeqo welcomes passengers of all ages. That's why our cars come fully-loaded with Isofix car seats. Plus, every vehicle has Bluetooth capability so whether you're in for a quick spin or a cross-country adventure, keep the family entertained with the click of a button.

HOW MUCH?!

We've all fallen victim to the soaring cost of peak fair train travel. A trip for four to Manchester can bear a similar price tag to a weekend holiday to Spain! But our day rates, starting at just £45/day, offer the perfect travel alternative for families and groups of friends.