

Senior Content & Communications Manager Portfolio

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

2024

Blog Content

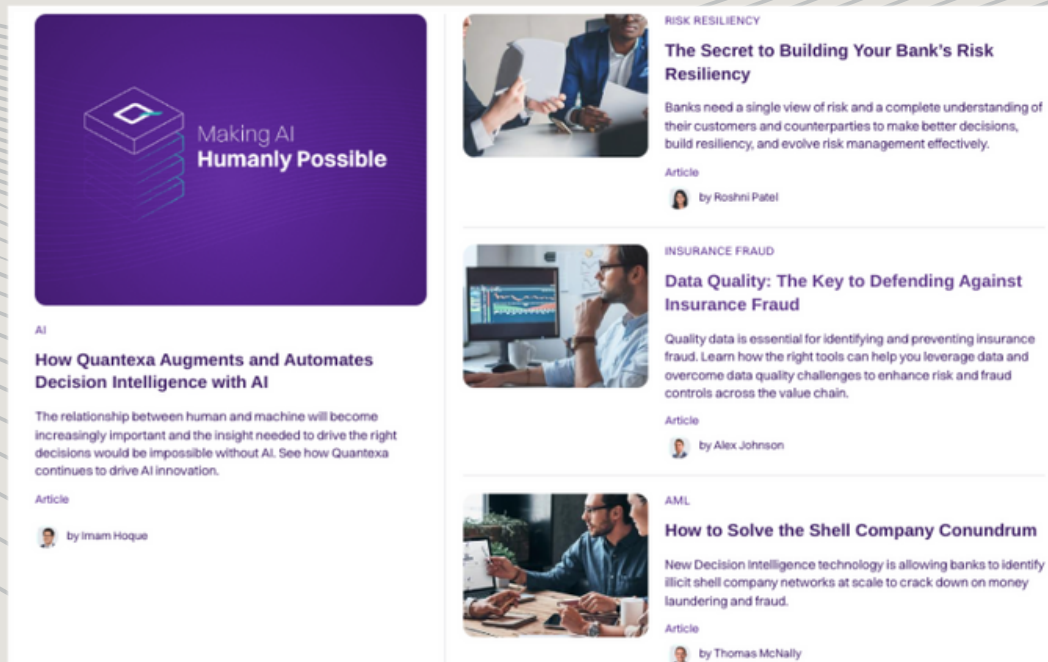
In a nutshell:

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.

B L O G E X A M P L E S



[Pathways to pKYC: Different Journeys, Same Foundations](#)

[How to Build Additional Context Into Your Machine Learning Algorithm](#)

[Unlock Insights From Adverse Media Using Contextual Search for Unstructured Data](#)

[Why You Need Ethical AI and ML to Fight Insurance Fraud](#)

Video Content

In a nutshell:

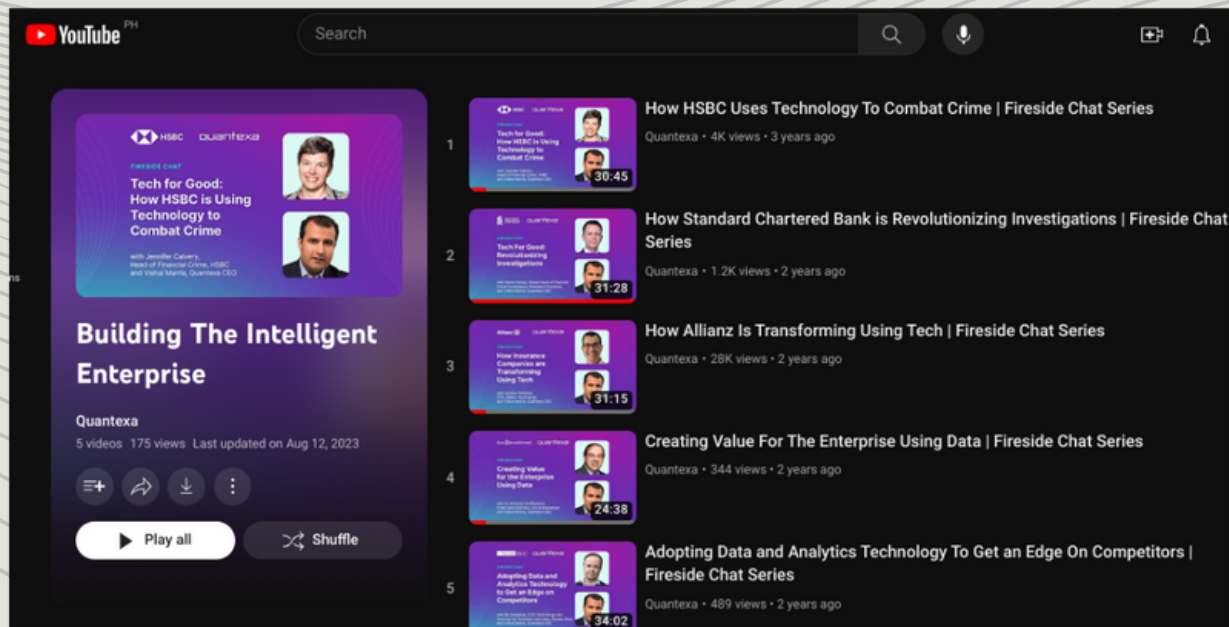
To maximise content channels, I crafted a video content strategy, creating a Fireside Chat series - Building the Intelligent Enterprise - that featured Quantexa's CEO and leaders from our customer organisations. I also led on the creation of corporate brand videos that showcased Quantexa's new offices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

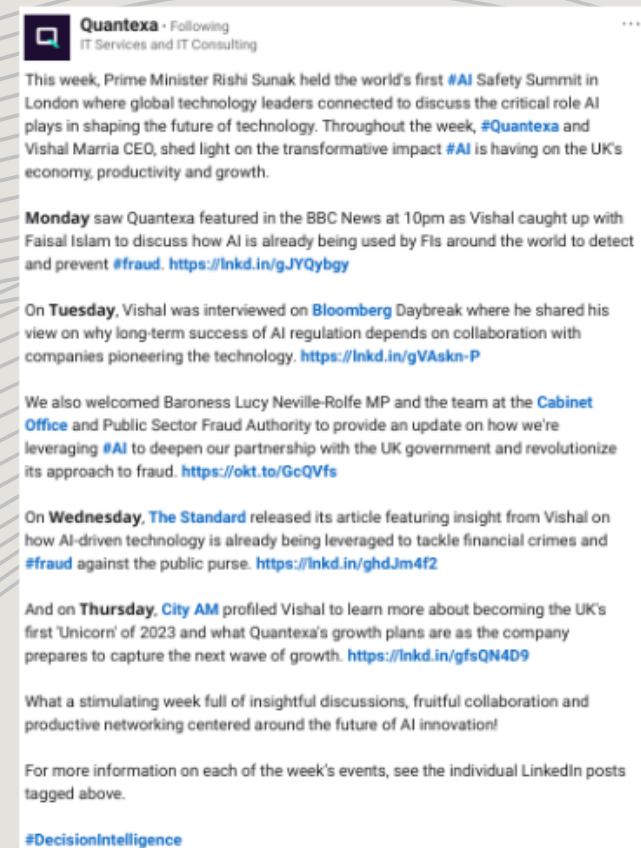
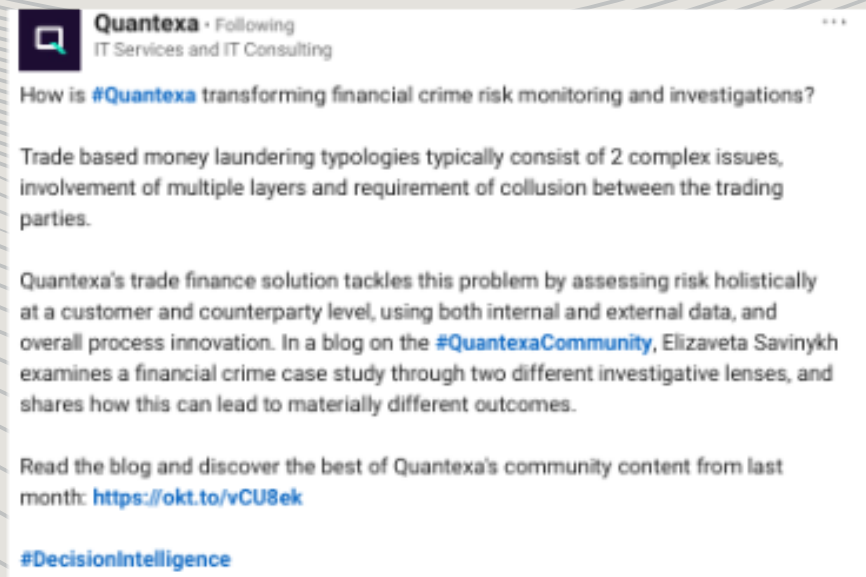
I independently managed Quantexa's LinkedIn account, posting a range of content up to three times per day. The goal was to increase our follower base and engagement rates and to encourage Quantexa's target audience to engage with its content and convert. In three years, the follow base increased by 200%.

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.

S O C I A L M E D I A P O S T E X A M P L E S

Quantexa LinkedIn page



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

CUSTOMER STORY

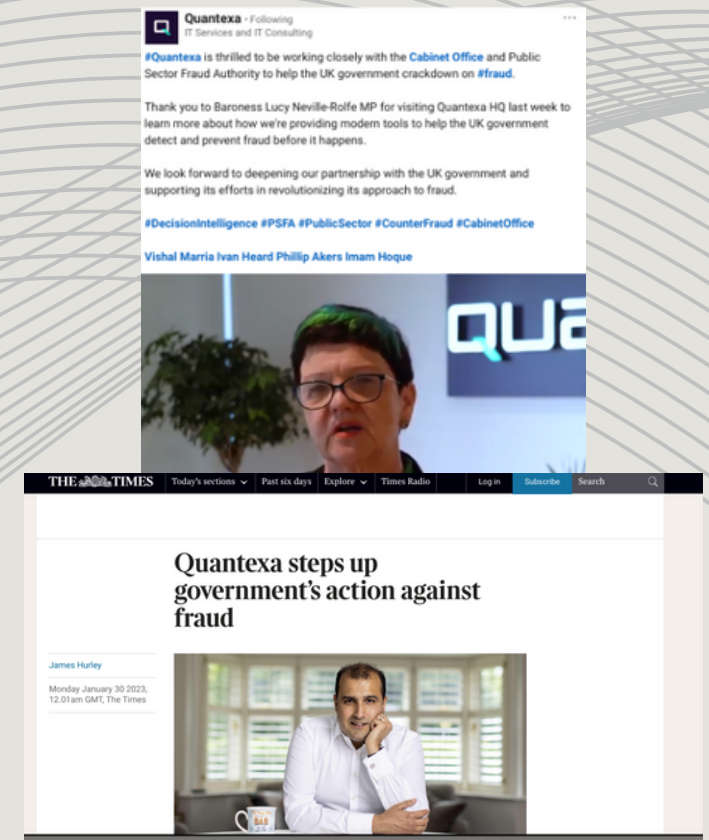
[Link to UK Cabinet Office Customer Story](#)



SOCIAL MEDIA ASSETS



PR OPPORTUNITY



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



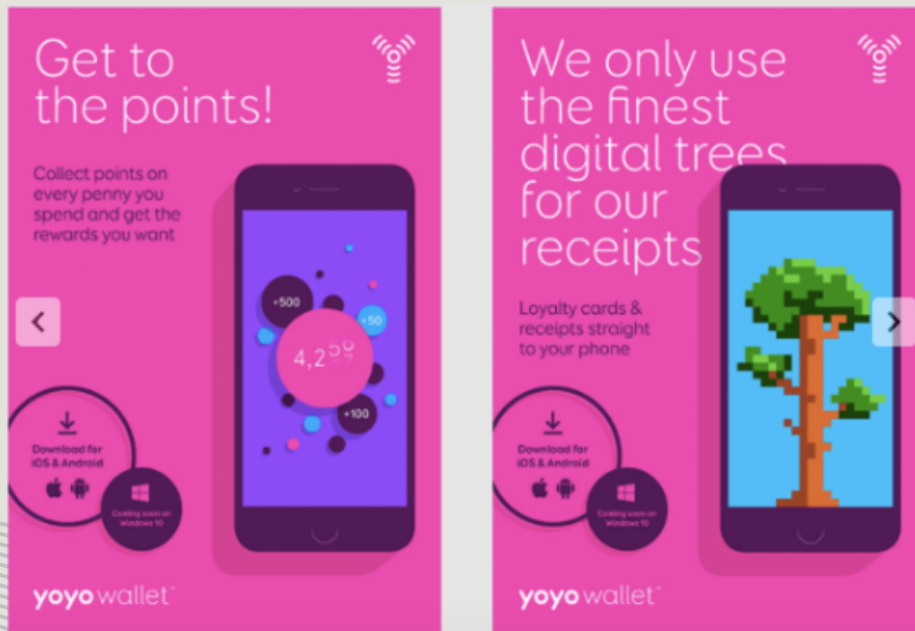
SOCIAL MEDIA & PR

Link to Press Release

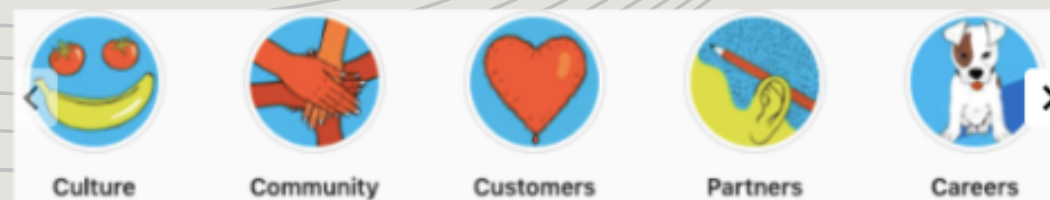


Additional Content Examples

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.