



# NATASHA COPELAND

## Social Strategist

### Professional summary

Social Strategist with 11 years' experience developing social and integrated campaigns for brands including Coca-Cola, Amazon Prime Video, IBM, Rolls-Royce, Uniqlo and Nestlé. Proven track record delivering successful strategies, creative and integrated campaigns in full service creative agencies, digital agencies and client-side at Coca-Cola in the UK, EMEA and APAC. Passionate about the intersection between technology and creative.

### Education

BA (Hons), English Literature, 1:1  
University of Manchester | UK

SHORT COURSES  
Graphic Design | Central Saint Martins, UK

HTML, CSS, JavaScript | Code First: Girls, UK

Systems Thinking | UCL, UK

UX, General Assembly | Sydney

Premiere Pro, LabSpace | Sydney

### Awards

Winner: Cannes Lions, Silver  
Best use of Social & Mobile  
Coca-Cola #colouryoursummer

Cannes Lions, Shortlist  
Direct; Integrated Media Campaign  
Coca-Cola #colouryoursummer

Coca-Cola South Pacific, company award  
'Outstanding Contribution to Achieving  
Business Results

### Key skills & technology

Digital Strategy	Adobe Creative Suite
Campaign planning	Media strategy
Creative strategy	Google Analytics
Creative briefs	GWJ
Creative Direction	Social media
Team leadership	Consumer journeys
Original content	Driving conversion
Omni-channel	Live streams
campaign planning	AR filter builds
Email marketing	Influencers

### Volunteering

GoodGym  
Helping local communities and older people

### Experience

#### Strategist | Social Media; Integrated; Creative | Freelance, various clients

London, UK; Sydney, Australia | Aug 2018-present

- Integrated campaign planning, creative strategy and social media planning.
- Brands include Amazon Prime Video, Lucozade Ribena Suntory, Nestlé, Pukka teas, Barilla, PizzaExpress, EDF Energy and Orange (5G).
- Devises strategy documents, defines key insights, messaging and KPIs.
- Delivers creative briefs, working closely with senior creatives.
- Effectively manages relationships with stakeholders.
- Clients: Lucozade Ribena Suntory; Ignition Creative; Aspect Film & Video; Brilliant Noise.

#### Social Media Content Producer | The Coca-Cola Company

Secondment to The Coca-Cola Company via Havas Australia  
Sydney, Australia | Jan 2016-May 2018

- Lead social creative for Coca-Cola and Powerade for integrated and social-led campaigns as part of Coca-Cola's Integrated Marketing Communications team.
- Briefed and managed production agencies, celebrity and influencer talent.
- Produced creative and digital guidelines.
- Regularly presented to senior stakeholders.
- Campaigns include Coca-Cola x Kings Cross charity auction, Coca-Cola No Sugar launch, 3 Coca-Cola Summer campaigns (2015, 2016, 2017), Rio 2016 Olympic Games, Coca-Cola One Brand and Coca-Cola #TasteTheFeeling.

#### Social Media & Content Manager | Ogilvy

Sydney, Australia | Sept 2014-Oct 2015

- Lead Social Media Manager for Coca-Cola working across a portfolio of brands, including Coca-Cola, Fanta, Powerade, Barista Bros and Copa Coca-Cola.
- Developed concepts, copy and art directed shoots and post-production.
- Devised social media campaigns for IBM and KFC.
- Regularly presented to creative directors and senior stakeholders.
- Delivered best-in-class creative. Campaign work includes award-winning Coca-Cola #colouryoursummer (Cannes Lions).

#### Social Media Specialist | iCrossing

Brighton, UK | Sept 2011-Sept 2013

- Launched Rolls-Royce brand globally on social media.
- Managed Rolls-Royce social media live during the London 2012 Olympic Games.
- Organically grew Rolls-Royce Facebook Page to 1 million fans.
- Developed social creative and influencer campaigns for Uniqlo to engage communities and drive e-commerce sales. Developed monthly editorial calendars.

#### Marketing Assistant | Psychology Press and Routledge (Taylor & Francis)

Brighton, UK | April 2009-Sept 2011

- Assisted Marketing Manager to devise and implement print and email marketing activity.
- Social media management, focused on community engagement and driving traffic.