

# LARA KRISTINA

## BRAND AND CONTENT STRATEGIST

### BACKGROUND INFO

A brand strategist with proven experience in planning and coordinating social media campaigns across the beauty industry. I approach projects with a customer-first approach, carrying out meticulous market research to execute strategic solutions that will resonate.

### TECHNICAL SKILLS

- Advanced primary and secondary research skills, including Mintel and WGSN
- Interpreting social media and retail analytics (EDITED professional certification)
- Intermediate in project management systems such as Asana, Notion, and Click-up
- Advanced in Adobe Photoshop, Illustrator, InDesign, XD / intermediate in Premiere Pro

### PERSONAL SKILLS

- Able to work under pressure and meet tight deadlines
- Organized, good at time management and developing effective processes
- Excellent verbal and written communication skills, including intercultural
- Hands-on. Able to take initiative and make decisions without hand-holding
- Flexible and adaptable
- Eager to learn. Open-minded and inquisitive, seeking new ideas
- Broad thinker

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### EDUCATION

#### FASHION BUSINESS

##### Istituto Marangoni LDN | 2017 - 2020

— Key projects executed include planning a conceptual Pop-Up in Selfridges' for Chloe's first sneaker launch; and planning the opening of a new, sustainability-focused Matches' fashion store in East London. This required the use of Omnichannel Customer Experience, Luxury Brand Management and Project Management abilities.

— Applied Digital Marketing Strategies by planning quarter-long promotional campaigns around conceptual projects, from setting objectives and KPIs to budgeting. Budgeting required liaising with real-world suppliers to get accurate quotes.

— Carried out detailed primary research by running various surveys and focus groups to the target audience to support the decisions made in each project.

— Developed Buying & Merchandising skills using analytics software to analyse Stella McCartney's global retail strategies (U.K vs China)

### EMPLOYMENT HISTORY

#### FREELANCE BRAND STRATEGIST

##### Sheo | January 2020 - Present

Boutique brand and web design studio serving female-led start ups.

— Completed professional market research in order to identify market trends, customer behaviour, and untapped marketing channels.

— Constructed brand and customer archetypes, tone of voice, and messaging guidelines.

— Led the development of various Instagram augmented reality filters, one of which went viral and got 2.2M impressions (over 100,000% above the client's follower count).

— Developed creative briefs for product and lifestyle photoshoots, brand identity design, and copywriting and directed their execution.

— Compiled weekly and monthly reports to track campaign effectiveness and adjust upcoming strategies based on the learnings.

— Consulted clients on best practices for new product launches.

#### FREELANCE SOCIAL MEDIA STRATEGIST

##### Diva World Beauty | Oct - Dec 2020

The UK's largest distributor of Blue Sky Gel Polish. I was brought in to devise and execute an engagement boosting campaign.

— Secured monthly B2B collaborations to help clients' brands reach new, relevant audiences. (Brought in over 1K relevant followers in a single 3-day collaboration).

— Implemented story graphics, templates, and games to improve brand:audience engagement (40% increase in story responses)

— Managed the private Facebook group, boosting customer delight through design challenges that also served as additional content for the Instagram profile.

#### FREELANCE SOCIAL MEDIA MANAGER

##### Minori Beauty | Apr - Dec 2019

San-Francisco based, sustainable minimalistic cosmetics brand.

— Initiated audience growth by creating and implementing a pre-launch content strategy to establish a relationship with the ideal future buyer.

— Achieved 1,900 true fans running the account from 0 solely on curated photography and custom graphics.

— Scheduled relevant content and caption copywriting for all posts spanning various formats and content pillars (educational, inspirational, etc).

— Researched trends, audience pain points and knowledge gaps to inform the content strategy.

— Monitored performance analytics weekly.

— Oversaw the copywriting of SEO-optimized blog content.

#### DIGITAL MARKETING INTERN

##### TOWNHOUSE | May - Jul 2019

Oxford Circus and Harrods-based nail salon featuring the UK's first Nailfie booth.

— Planned, coordinated, scheduled, and published content for the stories and feed.

— Supported with in-house photoshoots and content creation, including re-doing the look-book and event venue flyers for a new Givenchy Beauty product launch.