

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

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.