

Ceylan Kumbarji

FREELANCE SOCIAL & INFLUENCER STRATEGIST

Versatile social media and influencer strategist, with extensive experience in developing and executing campaigns and strategies, both in-house with brands and also with global agencies. Across my roles and projects, I've created social & influencer playbooks and toolkits, briefed creative teams, and managed projects from start to finish. I'm passionate about storytelling, innovative content, and all things digital.

INFLUENCER STRATEGIST, Channel 4, H+K Strategies, VCCP, Cult London, M&C Saatchi, OMD UK | July 2021 - present

- Channel 4: Managing and delivering influencer-led campaigns from start to finish for Channel 4 across shows like Married At First Sight Australia, Teen First Dates, Derry Girls, and Made In Chelsea, including briefing, contracts, treatments, deliverables, and reporting
- H+K Strategies: Creating influencer and content strategies, playbooks and toolkits, managing and delivering global influencer campaigns from start to finish including outreach/sourcing influencers, briefing, contracts, deliverables, and reporting, with a focus on Instagram and TikTok for brands including Gillette (working with 40 influencers), Ford (global campaign for a premium vehicle), adidas x Peloton, International Olympics Committee, and SailGP
- VCCP: Supporting the Social + Influencer team on projects for LinkedIn, O2, Kia, Virgin Media, WhiteClaw, and Domino's
- Cult London: Leading an influencer campaign for Frasers Group, focused on Gen Z influencers, including briefing, contracts, and talent sourcing
- OMD: Managing and delivering influencer-led campaigns for Channel 4 across shows like Married At First Sight UK, First Dates, The Great British Bake Off, and their All 4 service, and working on projects for other brands like Bosch and SSE
- M&C Saatchi: Leading a global influencer campaign at M&C Saatchi for NATO in 5 countries, focused on a Gen Z/millennial audience

SOCIAL MEDIA STRATEGIST, Who What Wear UK (Clique Media), Born Social (Seedlip), allplants | Jan 2022 - July 2022

- Devising and launching the social strategy for the first-ever sustainable clothing collection for Who What Wear UK in partnership with Unfolded, working as the social lead on the collection launch across all Who What Wear UK platforms, leading on content maps and plans, briefing in deliverables for photoshoots, briefing creative teams, and liaising with project manager and key stakeholders
- Research and gathering audience insights and data, supporting in shaping the overall brand strategy, compiling a social media audit, and creating a global social and influencer strategy and best practice guide for Seedlip
- Developing and implementing influencer and social media strategy, completing a social media audit, creation of best practice documents, briefing creative teams, and ideation for social-first campaigns

SENIOR CONNECTIONS MANAGER, The Pharm (Boots UK) | Sep 2021 - Dec 2022

- Developing and managing content calendars and scheduling cadence for content, supporting on social media and content strategies to deliver client business objectives, and evaluating and presenting social findings, insights, and recommendations for implementation
- Delivering agency social POVs, leading the client with a vision for how social should evolve, and serving as the main contact for social media requests

FOUNDER & EDITOR, Taylor Magazine | Sep 2015 - July 2021

- Proof-reading and overseeing all articles and content, managing layout, writing and commissioning articles
- Managing a team of 200 global writers, interns, and editorial assistants, co-ordinating photo shoots, conducting celebrity interviews, brand partnerships, and social media and project management

SOCIAL MEDIA & INFLUENCER LEAD, Callaly | Jan 2020 - July 2021

- Developing and implementing the influencer and social media strategy to drive global awareness through the digital sphere, devising and executing social-first, taboo-busting campaigns and influencer activations with coverage in Glamour, Forbes, Dazed, and covered on national TV (Steph's Packed Lunch)
- Audits, reports, overseeing all social content, and new platform launches (TikTok with 22 influencers: 10.2 million views in 2 months)
- Influencer sourcing and outreach, contracts, briefs, content planning, reviewing and approving content, managing influencer campaigns mainly across Instagram, TikTok, and YouTube, and translating initial ideas into creative briefs

SOCIAL, INFLUENCER & COPY CONSULTANT, Lion Communications | April 2019 - July 2021

- Consulting on social media platforms and websites, and working closely with the founder on influencer activations and social strategies
- Writing press releases and email/website copy for beauty, wellness, and lifestyle brands such as The Light Salon, EVOLUTION_18, Trish McEvoy, Bloom & Blossom, and Blink Brow Bar

SOCIAL MEDIA & INFLUENCER COORDINATOR/MANAGER, BookBlock, Romilly Wilde, Martin Miller's Gin, Urban Junkies, Relish Content, Bobbi Brown Cosmetics UK, Fran Cutler | 2014 - 2020

- Developing and implementing the influencer and social media strategy, audits and reports, and managing social channels
- Campaign ideation, strategy and execution, campaign evaluation and reporting, content creation, copywriting, influencer outreach, influencer contracts and briefs, and content management

Skills & Areas of Expertise

- Social Media Strategy & Consulting
- Influencer Outreach and Strategy
- Sprout Social, Later, Planoly, Buffer, Hootsuite
- Project Management, Deadline & Team Management, Photoshoot Coordination, Content Development
- Copywriting and Blogging
- Canva & Microsoft Office
- Google Analytics & WordPress

Career Highlights

- Working closely with a major American studio on my original show idea while it was optioned and in the development stage, reviewing and working on episode ideas, contributing to bibles, scripts, storyboards and character development

Education

- BA in Journalism from City University