

As a creative strategist and copywriter, I help clients step into their future selves, aligning their present reality with their ideal identity. I develop innovative concepts through creative storytelling and meaningful narratives that connect brands to their audiences.

DIGITAL STRATEGIST & COPYWRITER

Freelance

2020 - Present

Selected client campaigns:

RESTAURANT ATRA

Produced investor deck, and directed strategy, brand identity and creative direction across internal web and social channels to establish the upcoming restaurant's innovative philosophy and experiential dining presence. Launching end of 2024.

PLUM GUIDE

Worked on the company's Attractions and Feature Stays campaigns to engage with their target audience, successfully expanding the brand's cultural content strategy, and increasing the number of high-turnover bookings.

My role also included creating content across listings, merchandising data entry and curating photography across the platform to amplify engagement and bookings.

SOON TO BE ANNOUNCED

Services provided included: brand audit, insights, content ideation and an investor deck. The brand successfully launched its Spring/Summer'23 and Autumn/Winter'23 collections and social media campaigns.

GOODNIGHT EVENTS

Directed the content strategy deck, account content mix, art direction and ideation across social media assets for a new identity launch.

GEM ALF

Services provided included: brand audit, creative direction, social media playbook, social media consultancy and content direction: editing and copy. We successfully relaunched the brand, establishing a new brand identity to drive engagement and foster sales.

MEDIUM

Curator

January 2022 - April 2024

Worked with Trust & Safety as an AI moderator to accurately train the internal machine learning system to analyse user-generated content. With KPIs targeted towards reach and retention, my role as Curator focused on curating content for the platform's landing page, publications, and The Daily Edition newsletter.

PLUM GUIDE

Freelance Copywriter

June 2022 - November 2023

A-COLD-WALL*, LONDON

Copywriter

2019

Created content across web channels, and produced the brand's biography and product narratives. Developed collection synopses alongside forward-thinking copy for the pioneering modern menswear brand. Created and executed the content strategy for the launch of the Nike Zoom Vomero 5 x ACW* and Birth.Organ.Synth AW19 campaigns.

LN-CC, LONDON

Editorial Assistant

2015 - 2019

Devised the editorial and social strategy plan, designed the written editorial content, and managed marketing communications across all touchpoints of LN-CC and LN-CC.com. The role encompassed leading editorial output including online, interviews, special projects and brand partnerships.

GOODHOOD, LONDON

Head of Content & Copy

2014 - 2015

Responsible for the editorial content of The Goodhood Store website, copywriting for newsletters, product and brand descriptions as well as researching for features, brand focuses and content for both online and printed publications.

EDUCATION

IFA Paris, Istanbul
*BA Fashion Design &
Technology*
2022 - 2024

Le Cordon Bleu, London
Diplôme de Cuisine
2020-2021

University of London
Institute in Paris
*BA French Art, Literature &
Philosophy*
2011 - 2014

TOOLS

Adobe Creative Suite, Figma
Hubspot, Google Workspace

LANGUAGES

English - Native
French - Proficient