

Nancy Lama

Marketing Assistant
Digital Marketing
Content Assistant
Production Assistant

 nancyylama@gmail.com
 nancysedit.com
 [Nancy L](#)

EXPERIENCE

Projects

- Wyse Product Launches - Planned, filmed and edited weekly launch content across Reels, TikTok and Stories.
- Fashion & Styling - Independently developed, styled, filmed and edited Y2K-inspired fashion content.
- The River Editorial - Produced stories, photography and print layouts within a 24-person editorial team.
- Douceur Content & LTK - Helped grow LTK from a few hundred to 2.5K followers; grew Douceur Loves and Most Wanted through product curation and collages, contributing to increased engagement, click-throughs and revenue.

Douceur

Junior Content Creator

March 2024 - Present

- Design: Create on-brand graphics, collages, mood boards, GIFs and digital layouts across social, web and email.
- Production: Support shoots, brand partnerships, paid and gifted campaigns, coordinating product deliveries, loans and returns to keep collaborations on schedule.
- Content Creation: Produce social, web, newsletter and affiliate content, including curated posts featuring products selected by makeup artists and stylists.
- Key Skills: Strong visual eye, organisation, trend awareness, content planning, communication, social media management and performance tracking.

Potato Art Studio

Studio / Social Assistant

May 2025- Present

- Production & Events: Assist with the set-up and running of birthday parties, corporate events and creative workshops, managing materials, timings and smooth delivery.
- Organisation & Logistics: Manage stock and inventory, replenish supplies and prepare materials and spaces ahead of workshops and events.
- Reception & Coordination: Handle bookings, rescheduling and cancellations while providing friendly customer service and managing multiple tasks in a busy environment.
- Key Skills: Strong organisation, communication, multitasking, attention to detail and hands-on event support; also recently developed coffee and matcha-making skills.

Wyse

Socail Media & Marketing Intern

March 2026- April 2026

- Independent Content Production: Independently plan, film and edit Reels and TikToks, managing content from initial idea through to final edit and scheduling.
- Creative & Production Support: Contribute to shoots, styling, campaigns and product launches, coordinating samples, organising assets and supporting fast-paced content workflows.
- Planning & Organisation: Research trends, pitch content ideas, manage weekly content schedules and ensure deadlines and brand guidelines are consistently met.
- Key Skills: Self-motivated, organised and adaptable, with strong communication, creative problem-solving and attention to detail; confident using Canva and CapCut and working across multiple projects.

The River, Kingston University

Reporter - Print + Online / Picture Editor

September 2022 - March 2023

- Managed stories and editorial tasks to tight deadlines with strong attention to detail.
- Collaborated with a 24-person team on story development, meetings and print editions.
- Edited photography, formatted content and supported print layout and production.
- Developed strong organisation, communication, teamwork and independent working skills.

EDUCATION

Kingston University

Sept 2020 – July 2023

- BA (Hons) Journalism

SKILLS

Design

Content Creation ·
Graphic Design · Social
Media Content · Visual
Storytelling · Brand
Styling · Editorial Layout
· Photography Editing ·
Email & Web Design

Soft

Organisation · Time
Management ·
Communication ·
Teamwork · Independent
Working · Initiative ·
Multitasking · Attention to
Detail · Problem Solving ·
Adaptability

Tools

Canva · CapCut · Adobe
Photoshop · Mailchimp ·
Substack · Instagram ·
TikTok · Pinterest · LTK ·
ShopMy · Vinted

INTERESTS

Cinema, Current Affairs,
Fashion, Social Media,
Creativity, Beauty, Food,
Mental Health,
Journaling, Fitness