

Nancy Lama

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Creative and detail-oriented with experience in editorial production, content management, and creative workshops. Skilled in coordinating projects, managing digital workflows, and collaborating with different teams to deliver engaging multimedia content. Passionate about social media, fashion, beauty, production, and visual creativity, with strong organisational and communication skills developed through journalism, content management, and creative studio work.

EDUCATION

- **Kingston University**

BA (Hons) Journalism | Sept 2020 – July 2023

SKILLS

- Production & Post-Production: Canva, Adobe Photoshop, InDesign, WordPress, MailChimp, Substack.
- Multimedia: Video editing, photography, podcasts, social media content creation.
- Organisation & Communication: Project coordination, deadline management, client and stakeholder collaboration.
- Digital Tools: Microsoft Office Suite, Google Workspace, Meta Business Suite, LTK, ShopMy, analytics reporting.

EXPERIENCE

Social Media & Marketing Intern - Wyse

March 2026 - Present

- Create and edit weekly short-form video content (Reels & TikTok), capturing BTS, styling, events, and campaigns
- Contribute to on-camera content and support brand storytelling
- Produce fast-turnaround edits (CapCut) and design on-brand assets in Canva
- Ensure all content is aligned with brand guidelines (visuals, captions, formatting)
- Research trends and pitch relevant content ideas
- Support scheduling, posting, and overall content workflow
- Contribute to weekly product launches (Tuesday–Saturday), creating and supporting “What’s Launching Today/This Week” content and Stories
- Assist with analytics, reporting, and competitor tracking
- Collaborate with teams on shoot logistics, sample coordination, and weekly product launches
- Assist with daily content workflow: planning, shooting, editing, scheduling, and organising assets

Junior Content Creator - Douceur

March 2024 - Present

- Support content creation across online features, newsletters, and social platforms
- Design on-brand graphics and layouts (collages, GIFs, mood boards)
- Manage Pinterest, LTK, ShopMy and Vinted accounts, including scheduling and performance tracking
- Assist with brand collaborations, coordinating shoots, product loans, and returns
- Create and update website content, including layouts, product links, and blog features
- Maintain consistent, on-brand social media activity and support affiliate partnerships
- Track analytics and contribute to monthly performance reports
- Assist with newsletter production and platform transition (MailChimp to Substack)
- Provide general team support, including shoots, wardrobe, and day-to-day tasks

Studio Assistant – Potato Art Studio

May 2025 – Present (Part-Time)

- Support a wide range of creative workshops, including fluid art, candle making, and accessories design.
- Guide children, teenagers, and adults through hands-on activities, ensuring a welcoming and engaging environment.
- Assist in the organisation of birthday parties and events, managing materials, set-up, and schedules.
- Developed strong customer service, communication, and multitasking skills while ensuring smooth workshop delivery.

Print/Online/Reporter/Picture Editor - The River

September 2022 - March 2023

- Reported, wrote, and edited stories for print and digital platforms under tight deadlines.
- Edited and formatted photography for publication, ensuring accuracy and proper crediting.
- Assisted with layout and design for print editions, collaborating with a 24-person editorial team.
- Contributed to weekly editorial meetings, pitching and developing story ideas.