

ABOUT ME

Brand and creative strategist with eight years' experience in start-ups and scale-ups, including six years in fintech. I develop and deliver integrated campaigns across social, digital and ATL channels, combining strong conceptual thinking with hands-on production experience.

Experienced in delivering campaigns end-to-end, from concept and scripting through to shoot and post-production, I work closely with designers, agencies and cross-functional stakeholders to bring creative to life. I'm passionate about making financial topics clear, engaging and accessible, and building trust through consistent, high-quality brand experiences.

SKILLS

- Content and social media strategy
- Creative ideation
- Copywriting and scriptwriting
- Creative production management
- ATL and BTL campaign delivery
- Tone of voice and brand guardianship
- Competitive analysis
- Project management
- Stakeholder management
- Short-form video editing
- Analytics (Google Analytics, Count, PowerBI)
- Workflow and AI tools including monday.com, Figma, Google suite, Gemini, and ChatGPT

EXPERIENCE

Brand Project (secondment) at Moneybox (May 2025 - October 2025)

- I worked with our Head of Brand and Creative to deliver a complex rebrand rollout - including a new logo, visual identity and tone of voice - and a through-the-line brand campaign including new assets for out of home, radio, podcasts, and TV.
- I played a key role in the pre- and post-production of four new TV ads, from agency selection, scripting and casting to providing direction on the shoot and feeding back on the ads in post-production
- I owned the external rollout of the rebrand, coordinating its launch across all touchpoints (website, app, social, email). The roll-out included a highly-engaged community activation - The Means to More Fund - which received more than 10,000 entries
- The rebrand and brand campaign led to a 5.6 point YOY increase in unprompted brand awareness and 3.5 point increase in consideration, at time when brand awareness among our competitors was flat or declining

Social Media Manager at Moneybox (May 2022 - present)

- I lead strategy and execution across Moneybox's organic social media channels, using performance data to optimise for brand awareness, trust-building, and engagement. My strategy has tripled our social reach and follower base.

- I have expanded my remit to include performance marketing and have ideated and scripted some of the company's best-performing performance marketing creative, contributing to a record-breaking customer acquisition day in April 2026.
- I led a customer testimonial campaign end-to-end, including writing the brief, briefing the agency, selecting and interviewing customers, scripting interview questions, running the shoot, and overseeing post-production.
 - The shoot delivered more than 90 assets to drive awareness, new product opens, and deposits during our peak end of tax year period contributing to the business finishing Q1 20% ahead of customer acquisition targets and exceeding deposit targets during the new tax year period by more than £100m.
- I manage end-to-end production of our "Moneybox Masterclass" series, working across every stage from scripting and talent selection, to shoot direction, post-production feedback, and channel delivery to deliver high-quality educational content.
 - So far our Masterclasses have reached 1M+ people on social media, driving brand awareness and trust with key audiences.
- I own our tone of voice and act as a brand guardian on social, ensuring consistency across all social content and campaigns, and work closely with internal stakeholders and use AI tools to ensure all content complies with financial promotion regulations.

Community Manager at Habito (2020 - 2022)

- I created and executed a social media strategy that focussed on brand awareness and making Habito the UK's most memorable mortgage broker, leading to a 50% growth in Habito's social media audience and 4x engagement within a year.
- I worked with agency partners, including Uncommon and InChief, to deliver digital content for a variety of projects: from erotic novels and art installations to sports sponsorships and graffiti campaigns.
- I created a strategy for Habito's email newsletters that achieved an open rate of nearly 50% compared to an industry average of 22%.

Community Manager at Frolo (2020)

- I led and executed the digital content strategy across the app, blog, email newsletter, and social media channels.
- I ran a multi-channel ambassador campaign to increase awareness of the app among single parents which drove a 22% growth in Frolo's userbase.

Mumsnet (2017 - 2020)

- Deputy Editor (August 2019 – January 2020)
- Lead E-Commerce Editor (April 2018 – August 2019)
- E-Commerce Content Editor at Mumsnet (July 2017 – April 2018)

EDUCATION

University of Cambridge, Queens' College (2013- 2016)

BA(Hons) Cantab: English Literature - 2:i

Loreto College St Albans

A Levels: English Literature - A*; Latin - A; French - B