

Creative content and social media strategist with 10+ years in Web2 and Web3, specializing in Gen Z-focused storytelling, viral content, and influencer marketing across TikTok, Instagram, X, and Discord. Led campaigns for YouTube Music, Crocs, Nike, and Warner Music, partnering with Web3 brands like Polygon Labs, Magic Eden, and Blum. Experienced in product launches in North America, Asia and Europe, trend-driven content creation, and building engaged online communities.

#### Skills

— Editorial Strategy

— SEO

— Branded Content

— Content Management

— Business Development

— Digital Marketing

— Copywriting

— Google Analytics

— Art Direction

## Employment History

## Head of Content at bOrder1ess, London

October 2023 — Present

### Content Marketing & Social Media Strategy | Web3, DeFi, & Gaming

- Led content & marketing strategy for TON Festival, driving 2M MAU, 200K X followers, and 1.3M Telegram followers in two weeks.
- Managed a content team, boosting engagement by 1500%.
- Secured partnerships with Polygon Labs, Magic Eden, Chainlink, Trust Wallet, Blum, TON, Rug Radio and more, driving 150% sales growth and 1000% engagement increase.
- Built influencer collaborations across NFT, DeFi, and Web3 to expand brand reach.
- Drove \$2M+ in revenue through two sold-out NFT collections.

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## Creative Strategist at Fucking Young, Paris

April 2017 — August 2024

### Marketing & Branded Strategy | Fashion, Media, & Events

- Led print content production & editorial strategy for Fucking Young, overseeing planning and execution.
- Produced B2B & B2C events at Paris Fashion Week, driving magazine sales.
- Developed digital content strategies, increasing website traffic and conversions.
- Managed social media & growth strategies, boosting engagement by 30%.
- Led influencer & music collaborations with Travis Scott, Rich Brian, Troye Sivan, and Isaac Hempstead Wright, driving global sellouts and brand recognition.
- Managed high-profile branded editorials for Camper, Loewe, Nike-, Kenzo, Louis Vuitton, etc. nearly doubling advertising revenue.

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## Content & Data Analyst at Google via Cognizant, London

August 2021 — October 2023

### Content Marketing & Growth Strategy | Music & Digital Media

- Optimised content discoverability across YouTube apps, enhancing user experience and engagement.
- Promoted major music releases, boosting exposure for artists.
- Managed artist assets & led flagship cover designs, ensuring strong visual identity.
- Tripled regional market audience from 700K to 2.2M in six months through targeted content curation and engagement strategies.
- Onboarded new labels, expanding YouTube's content offering and audience reach.

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## Label Manager at Little Big, Los Angeles

July 2020 — February 2023

### Creative Content & Music Strategy | PR, NFT & Brand Partnerships

- Directed creative content & campaign strategy across multiple platforms.
- Marketing & PR campaign for Little Big NFT launch resulting in \$1M total sales.
- Built partnerships with Believe, Warner, Downtown Records, and Create, expanding distribution and driving a 50% increase in monthly streams/downloads.
- Launched & promoted seven music videos, amassing 434M+ views worldwide.

- **Managed social media & growth strategies**, increasing engagement by 60%.
- **Led PR & brand collaborations** with **Crocs** and **Dazed**, securing major media coverage and industry recognition.

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## Head of Content at mynameis, São Paulo

August 2019 — July 2020

### Social Media & Content Strategy | Digital Marketing & Growth

- **Led social media marketing**, driving brand growth across multiple platforms.
- **Created content & communications**, increasing website traffic and user engagement by 40%.
- **Developed app copy & localization**, ensuring a cohesive tone and seamless user experience.
- **Managed social media & growth strategies**, boosting engagement by 70%.
- **Collaborated on landing page localization**, improving conversion rates by 25%.
- **Orchestrated product activation at WebSummit Lisbon**, driving brand awareness and customer acquisition.

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## Content Manager at VEON, London

March 2018 — February 2019

### Content Strategy & Localization | Mobile & Digital Media

- **Led daily content creation & planning** for mobile platforms, driving user retention and app downloads.
- **Supported global & local marketing campaigns**, enhancing brand awareness and product promotion.
- **Managed app & website localization** in **Russian, English, Italian, and Georgian**, expanding audience reach and improving UX.
- **Built media partnerships**, producing targeted content that boosted brand visibility and engagement.

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## Deputy Editor at Eclectic Magazine, Paris

September 2014 — January 2017

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## PR Assistant (Apprenticeship) at adidas - Yohji Yamamoto, Paris

September 2013 — September 2014

**L - New Media &  
Digital Communication,  
Universidade Catolica  
Portuguesa, Lisbon**

September 2008 — December 2012

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**M - Contemporary Art &  
Art Markets, Universidade  
de Lisboa, Lisbon**

September 2013 — June 2014


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**Hobbies**

Marathon Runner, Music Composer, Painter.

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**Languages**


 English

 French

 Portuguese

 Russian

 Ukrainian

 Italian

 Spanish