

PERSONAL SUMMARY

Master's of Advertising and Design graduate with a burning passion for social media marketing—possessing a wide range of skills, knowledge and experience gained through academic study and work. Collaborates effectively with others and is highly capable of working proactively, with an enthusiastic approach, attention to detail where appropriate and the ability to plan projects and meet tight deadlines.

KEY SKILLS AND COMPETENCIES

- Bachelor's degree in Mass Media (Marketing, Advertising, Communications, PR)
 - Exceptional written and verbal communication skills.
 - Proficiency in content creation tools and software.
 - Strong analytical skills with the ability to interpret data and make data-driven decisions.
 - A creative mindset with a keen eye for detail.
 - Ability to work both independently and collaboratively in a team environment.
 - Ability to maintain and create strong long-lasting relationships especially with influencers.
 - Basic videography skills and ability to craft witty captions and engaging storytelling.
 - 2+ years of experience managing social media platforms including LinkedIn, Twitter, Facebook, Instagram, TikTok and Pinterest.
 - Knowledge of social media management and analytics tools to measure performance, track KPIs and conduct insightful reporting.
 - IT Skills – Word, Excel, PowerPoint, Canva, Adobe Suite, and Content Management Systems.
-

EMPLOYMENT HISTORY

Sirdar Holdings Ltd. (June 2024 - Present) Social Media Co-ordinator

- Single-handedly managing social media across platforms like Instagram, Facebook, Tiktok and YouTube.
- **Partnering with Channel 4, for the Game of Wool** (prime time show), leading all social media planning and execution, cross-brand and team communications and overall uplift of brand for the project.
- Managing a community of 55K (growing) members on the brand's private Facebook group.
- Supporting the development of Crochet Make-Alongs (biggest revenue generating event for the brand), assisting on shoots and creating a buzz on socials.
- Leading influencer collaborations for current and up-coming trade plans.
- Liaising with E-com and trade colleagues, retail partners and fashion pattern design teams.
- Working with E-com colleagues to re-purpose high-performing organic posts for paid social.
- Creating weekly highlights, monthly and annual reporting of kpis across key platforms to inform social strategy and commercial decision making.

Alica Purple Advertising (Oct 2022 – Nov 2023) Events and Social Executive (Project Based)

- Led the social media, digital and PR campaigns for B2B Tourism clients at WTM 2023, London, FITUR 2023, Madrid, Spain and WTM, 2022.
- Collaborated closely with the marketing team to ensure content consistency and alignment with overall marketing campaigns.

University of Leeds (Dec 2022 – Dec 2023) - Project Administrator (Dec 2022 - May 2023, Student Advisor (August 2023 – Dec 2023), Student Ambassador, Bartender and Events Assistant (Year-round)

- Effortlessly (that's a lie) maintained part-time and full time jobs while pursuing my MA degree.

Templatolio (Aug 2021 – June 2022) Analyst – Socials, Copy and Design

- Managed brand accounts in the hospitality and F&B sectors from conception to execution—social media, client servicing, content management systems, and status reports.
- Developed and implemented creative social media campaigns across platforms using social media management tools and scheduling platforms.
- Collaborated with design teams to develop compelling graphics, images, and videos by delivering clear and concise project briefs and ensuring alignment with client goals and visual direction.
- Monitored and analysed social media performance using analytics tools to identify trends and insights, tracked KPIs, and provided actionable insights.
- Developed and executed 2 influencer marketing strategies and creative campaigns successfully.
- Demonstrated strong attention to detail, quality and adherence to brand guidelines in all written materials, both digital and print and thorough hygiene checks of all online forums.

Angelica Monteiro
Email: angelicamonteiro.work@gmail.com
[LinkedIn](#) | [Website](#) | [Content Creation](#)

- Created high-quality, visually appealing, and informative content for social media platforms, blog articles, website pages, email campaigns, and other marketing collateral.
- Led weekly brainstorming sessions to inspire creative thinking and foster team collaboration.

McCann Worldgroup (2017 – 2017) Copywriter Intern

- Assisted senior copywriters on projects involving radio scripts, storyboards, social media, and print media.
- Carried out competitor analysis, researched current trends and insights.
- Developed a keen understanding of each client's unique brand voice.

PROJECTS AND FREELANCE WORK

- Worked with Festive Republic in the wristbanding team for the UK's largest music festival.
- Executed social media strategies for celebrity @Swatitaldar; organically achieving + 294 % reach, + 256 % engagement and + 3.05 % following on Instagram; + 78,953 views on YouTube, + 52,000 reach and + 40,000 engagement on Facebook (June 2022 – June 2023).
- Managed several social media accounts, content planning, implementing and reporting on the performance, post-scheduling, moment marketing and copywriting for short film director Mithun Bajaj (June 2021 – May 2022).
- Curated digital copy—landing page, product descriptions and more for fashion, wellness, lifestyle, e-commerce sectors and for brands like FourThirty, Anayah Jewellery, The Facial Bar and AmbiWeb Solutions along with ghostwriting engaging, SEO-optimised and persuasive copy for social media, and blogs based on industry trends and edited and proofread written pieces before publication.

EDUCATION AND TRAINING

School Of Thought (2024 – Present)

- A 12-week training programme for those who want to flex their creative muscles by learning how to develop and pitch big ideas. It's not just a course... it's a competition.

University of Leeds (2022 – 2023)

- MA – Advertising and Design

Copywriting with Bo (2023)

- Completed a month-long copywriting workshop curated by ad veteran Bodhisatwa Dasgupta

Mudra Institute of Communications Ahmedabad (2020 – 2021)

- Advanced Certification in Digital Marketing and Communication from MICA, January 2022

University of Mumbai (2017 – 2020)

- Bachelor of Mass Media

AWARDS & CITATIONS

- Project published in the University of Leeds School of Design Online Degree Show 2023: [here](#).
- State Level DSO Football Tournament Under-16 Winner, Maharashtra, India, December 2015.

ADDITIONAL INFORMATION

I like to cook, crochet, swim, read, travel and learn new skills.

REFERENCES AVAILABLE UPON REQUEST