

EZINNE MERCEDES SAMUELS

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PERSONAL PROFILE

Final year Marketing student on track to graduate with a first class, with proven experience delivering creative, data-driven campaigns across digital and print channels. I am skilled in story telling, content creation, social media management, and stakeholder engagement. Adept at translating insights into actionable strategies that drive brand visibility and engagement. Confident communicator with a passion for innovative marketing solutions and a proven ability to manage multiple projects in fast-paced environments.

CORE COMPETENCIES

- Strategic campaign planning & execution
- Digital marketing & SEO
- Social media management (Meta Business Suite, HubSpot)
- Content management (CMS, HubSpot)
- Email marketing (MailChimp, HubSpot)
- Data analysis & insight-driven decision making
- Stakeholder engagement
- Brand storytelling & visual design (Canva, Adobe)

EDUCATION

LONDON SOUTH BANK UNIVERSITY London, UK

B.A Marketing with Advertising and Digital Communications 2022-2026

Relevant modules:

Principles of Marketing, Marketing in a Digital World, Data for Decision Making, Creative & Media Planning, Marketing & Digital Strategy Planning.

PROFESSIONAL EXPERIENCE

MARKETING ASSISTANT

DECEMBER 2024 – PRESENT

FluidOne

- Led GEO research and proposed solutions, increasing content visibility on search engines and LLMs (e.g., ChatGPT, Gemini, Perplexity).
- Created insight driven LinkedIn content tailored to audience behaviour, increasing out click-through rate to 35%.
- Conducted monthly analytics on website and social media performance to refine strategy which boosted engagement to 28%.
- Designed visuals for social media, merchandise, one pagers and banners, ensuring cohesive brand representation.
- Authored articles published in business magazines across the UK, enhancing brand authority.
- Coordinated internal and external communications, including newsletters and digital campaigns.
- Supported end-to-end event planning, from venue liaison to attendee communications.

MARKETING LEAD

AUGUST 2023- PRESENT

WTC Clothing

- Negotiated with international suppliers to streamline processes, reducing operational delays and increasing profit by 20%.
- Designed and launched the brand's e-commerce website via Shopify, enhancing customer experience.
- Created visuals multi-channel marketing campaigns, driving brand awareness and customer engagement.
- Oversaw logistics, order fulfilment, and customer service
- Executed email marketing campaigns (MailChimp) and managed all customer communications.

MARKETING INTERN

JUNE -JULY 2024

Pearl & Dean

- Prepared pitch decks and client presentations using audience insights to support sales efforts.
- Contributed to a national campaign aimed at increasing cinema attendance across the UK.
- Proposed creative ideas for social media and content initiatives to boost engagement.

SOCIAL MEDIA MANAGER

APRIL – MAY 2024

Messy Friendship Lessons Podcast - Freelance

- Created and scheduled engaging content across social platforms, increasing audience reach and follower growth.
- Conducted audience research and provided strategic recommendations, resulting in improved engagement metrics.
- Increased listener interaction through targeted content and community engagement tactics.

- Managed social media calendar and coordinated content drops to align with episode releases.

COMMIS WAITER*Chiltern Firehouse**NOVEMBER 2021 – DEC 2024*

- Developed strong interpersonal and communication skills in a high-pressure, customer-facing environment.

ADDITIONAL TRAINING

- Social Media Marketing
- SEO Foundations
- Content Strategy for Marketers
- Digital Marketing Foundations
- Advanced Content Marketing