

# Jessica Monique Friedrichs

Social Media Manager / Content Creator



jmonique.friedrichs@gmail.com



07932254880



London, UK



Jessica Monique Friedrichs

## SOCIAL MEDIA MARKETING SKILLS

- Extensive knowledge of the key social platforms, their algorithms and how audiences use and engage on them. Ability to spot and capitalize on key social media trends
- Community management – able to engage our audiences by leading the conversation on social but also cool in a crisis with the ability to follow crisis social guidelines and proactively find solutions to issues when necessary
- Ability to create basic graphics using existing on-brand templates (Photoshop / Canva)
- Ability to be proactive and execute independently within company guidelines
- Confident working with stakeholders from various levels of an organization
- Paid social strategy and management experience
- Experience delivering best-in-class content strategy aligned to broader social, brand and business objectives and then delivering against that content strategy from end-to-end (strategy & planning, copywriting & creative briefing, project management)
- Data driven mindset, ability to interpret content performance and apply to future creative

## PROFESSIONAL SUMMARY

As a Social Media Content Creator my aim is always to drive high quality, interactive content across social platforms. I am always streaming for the best outcome in developing and implementing content strategy through videos and images, across TikTok, Facebook and Instagram.

As a Social Media Content Creator / UGC (user generated content creator) my aim is to grow and provide day-to-day management for social media accounts of brands, using recognisable social mechanics to grow these platforms and reach a wide client range, generate great content ideas and strategies, furthermore expand and build the brands community.

Throughout the years, I have gained extensive experience with developing aesthetic content in the lifestyle | beauty | interior & fashion sectors.

## PROFESSIONAL EXPERIENCE

### SOCIAL MEDIA MANAGER

2016-2022

Maison Lemila Ltd., London

Maison Lemila is a luxury ready-to-wear fashion label based in London, focusing on bespoke and custom made pieces for women who love embroidery and the femininity and elegance of timeless and modern Haute Couture pieces.

- delivering best-in-class content strategy aligned to broader social, brand and business objectives and delivering against that content strategy from end-to-end (strategy & planning, copywriting & creative briefing, project management)
- Filling out Instagram schedule with engaging Posts and Stories that drive followers to shop on the website
- Utilise the full capabilities of Instagram to build engagement within the fashion community, creating Polls - questions to evaluate customer's needs/ preferences, etc.
- Constant analysis of the profile – what's working well, what needs improving
- implementing paid Instagram Story and Post boosts and selecting the correct audience in order to thrive the right people and customers onto the Instagram page / website of the business
- Paid social strategy and management
- Suggesting improvements for website content and also adapt parts of the Instagram content to be transferred onto the website
- Learn which specific products sell well to the audience, which items are trending more, will need to be transferred into the Instagram content and kept up to date with changes that occur
- Respond to customer service emails/ Instagram messages
- creating a Facebook Business Page and using paid Facebook Ads for Posts and Videos in order to create more volume of customers directly onto the website itself
- main priority to drive effective engagements that meet customer needs and business objectives, and build a brand identity on social media and create a community with real followers that love the brand
- reaching out to bloggers with millions of following: creating custom made dresses for Arabic fashion & lifestyle bloggers Shahd Al Jumaily, Mina Al Sheikhly, Deema Al Asaadi

## EDUCATION

MASTER IN FASHION,  
SOCIAL MEDIA  
MARKETING IN FASHION &  
BUSINESS DEVELOPMENT  
Istituto Marangoni, Milan  
2016-2017

BACHELOR FASHION  
DESIGN  
Esmod Munich / Dubai  
2012-2016

GCSE  
MUSIC & ART  
HIGHSCHOOL  
Markgraefin - Wilhelmine  
Bayreuth, Germany  
1997-2010

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## CERTIFICATIONS

Esmod Certificate  
Adobe Illustrator  
2015

Esmod Certificate  
Adobe Photoshop  
2015

Esmod Certificate  
Drape Diploma  
2014

Dante Alighieri School  
Italian Language Level C2  
Diploma  
2011

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## TECHNICAL SKILLS

Microsoft Office software

Excel

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

PowerPoint

## PROFESSIONAL EXPERIENCE

BUSINESS DEVELOPMENT MANAGER 07.2021-08.2022  
Private Office International, London / Dubai

POI is the holding company of several overseas commodities companies based between London, Hongkong and Dubai.  
During the last 3 years, POI focused on the medical sector whilst working with Meril Diagnostics Pvt. Ltd. In developing Covid rapid tests and supplying to the UK/ Canadian, USA and Australian governments.

- developing the UK website for our companies partner Meril Diagnostics Pvt. Ltd.
- handling their social media accounts with aim to grow their community and sales for their CoviFind tests
- scheduling and attending Zoom calls between customers, suppliers
- issuing weekly meeting minutes and call agendas, following up on any outstanding points with our customers and suppliers and overseas business partners
- supporting and advising the company director and CEO on any internal/external matter
- liaising between our suppliers in India and our team in the UK and Dubai on our business matters
- attending any calls in German language as to my fluent German
- translating and double checking documents in German language

ASSISTANT TO CHAIRMAN & SOCIAL MEDIA MANAGER 04.2019-07.2022  
ERG International, London

ERG International Group is a highly respected engineering, construction and project management contractor of major infrastructure assets since 1972.

- overlooking and updating the company's LinkedIn profile, adding new accomplished projects, posting newspaper articles of the company, boosting LinkedIn profile, interacting with their followers
- overlooking the company's new website design process from the very beginning until finalising the concept and going live with the new website, choosing and editing images for uploads
- having constant access to the GoDaddy platform in order to add several new projects on the website ([www.erg-int.co.uk](http://www.erg-int.co.uk)), making new changes as discussed together with the Management and the Project Management team
- In charge of working together with IT companies on SEO service to boost the company on GOOGLE search engine
- organising and supervising the website photoshoot of the company, in order to build a proper and professional website for ERG including professional photographs of the management team
- being the main person to be in touch with the IT team (Communitec), in case there was an issue with the CEOs, Chairman's and the ERG teams email accounts
- handling & resolving very frequent problems with the newly installed IT system for office conference and video conference calls in the 2 main boardrooms,
- Provide counsel and guidance to internal teams to drive effective engagements that meet customer needs and business objectives

## LANGUAGES

English (fluent)

German (mother tongue)

Italian (fluent)

Bulgarian (mother tongue)

French (advanced)

## PROFESSIONAL EXPERIENCE

EA to CEO of Gulf Pacific  
Mayfair, London

03.2018-04.2019

- handling all phone calls, meetings and schedules
- coordinating and scheduling overseas trips, air tickets, hotels and driver
- dealing with all correspondence related to the CEO
- receiving overseas customers and suppliers on behalf of the CEO
- attending meetings, taking notes for potential business
- liaising with groups overseas offices, other directors, senior management on behalf of the CEO
- Coordinating with other members of the group, personal driver and staff at his home
- making payments, transfers on a business and personal basis with company credit card
- responding to e-Mails on the behalf of the CEO with customers and suppliers as well as internal

DESIGNER AT ALBERTA FERRETTI  
San Giovanni in Marignano, Italy

06.2017-03.2018

Alberta Ferretti is a world renowned Luxury Fashion House designing Haute Couture and bespoke pieces with intricate details and embroideries. The brands main signature is a beautifully draped gown.

- assisting Senior Designer with collection development
- doing image & fabric research & moodboards, sketching ideas & illustrations,
- drape work on the mannequin with fabric, developing embroidery designs
- attending and preparing the main fashion shows in Milan, including model fittings
- Work with Marketing to ensure end to end process such as Event website, agenda, registration, invitation, Email Comms, event promotion, Event follow-up, results measurement for an excellent Customer Experience

SENIOR FASHION DESIGNER AISHLO LLC  
Dubai, UAE

09.2015-08.2016

- in charge of leading a designer team
- designing & developing company's collections
- fabric selections, overseeing tailors and embroiderers work
- social media management of Instagram, Facebook channels
- planning of photoshoots with models, displaying collection at exhibitions & fairs in Dubai Mall and Wafi Mall

CREATIVE ASSISTANT AT BELLONI SRL.  
Barlassina, Italy

09.2010-05.2011

- Creative right hand to owner Marco Belloni of furniture empire Belloni SRL
- correspondence with overseas customers, attending meetings & furniture fairs in Milan
- selecting images from Fotoshootings for their website and company catalogue