

# Kris

Social Media Content Creator  
& Digital Marketing Specialist

# Simpson

cupochai.com

## PROFILE




Creative and results-driven digital marketer with over 8 years of experience in content creation, social media management, and campaign execution and over 17 years in web, multimedia and graphic design. Adept at building engaging online presences, designing brand-specific content, and developing campaigns to drive audience growth and customer engagement. I have strong collaborative skills, initiative, and a passion for delivering unique digital experiences.



## CONTACT

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## EDUCATION

**2018 - 2019 : Digital Marketing Institute**  
Qualification Professional Diploma in Digital Marketing

**2005 - 2006 : University of Wolverhampton**  
Multimedia Communication  
Qualification BA (Hons)

## EXPERIENCE

### TD Ventures

April 2017 - Present

#### Digital Marketing Manager

Designed and implemented social media strategies increasing follower count by an average of 115% per year

Crafted engaging content, including blogs, newsletters, video, and visual assets, which improved website traffic by 500% through effective SEO and social sharing.

Analysed campaign performance and provided monthly reports to management, offering insights and recommendations to refine ongoing strategies.



Created digital content to reflect the personality of the company.

Conducted research on emerging digital marketing trends and provided insights that led to the adoption of new platforms, such as Instagram Stories, for early client engagement.

### Freelance

January 2010 - 2017

Built and maintained responsive websites, enhancing user experience and functionality, driving traffic and conversions.

Collaborated with clients to understand brand voice and vision, delivering visually appealing graphics and promotional materials that resonate with target audiences.

Created SEO-optimised content and managed digital marketing initiatives to improve online visibility and audience retention.

### KSA

July 2007 - 2010

#### Head of website development and graphic design

Led website redesign projects to create cohesive brand experiences, increasing online engagement and user satisfaction.

Designed and implemented branding assets across digital and physical formats, including advertisements, presentations, and merchandising materials.

Presented design concepts and project proposals to clients, aligning creative direction with marketing objectives.

## CORE SKILLS

**Content Creation & Visual Storytelling:** Photography, videography, Adobe Suite (Photoshop, Illustrator), Canva, reels, stories, and multimedia design.

**Social Media Strategy & Analytics:** Engagement growth, trend analysis, performance tracking, data-driven insights, and content optimization.

**Campaign Management & Branding:** Content calendar development, influencer collaboration, UGC, brand consistency, and cross-platform promotion.

**Digital Marketing & SEO:** Copywriting, website optimization, email marketing, and audience segmentation.

**Project Management:** Multitasking, team collaboration, deadline adherence, and client communication.

