



Aylea Skye Mat-ty-Sabat

Content, Social and Communi-ty

📍 London, UK

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Languages

English (Native)

About

As a highly-motivated, creative, amiable and personable person, I work well within a multitude of positions.

I am currently working as the Social Media Editor at JOSEPH.

I graduated from Central Saint Martins with a Masters in Culture, Curation and Criticism and a BA in Fine Art. Whilst completing my studies of BA Fine Art at Central Saint Martins College of Art and Design I developed TheVogueCIEL; online art, fashion, culture and lifestyle platform, of which I have designed, curated, edit and write for.

The VogueCIEL is an eloquent manifestation of my zealous interest in fashion, culture, lifestyle, beauty, popular culture and society in general, and I believe it to be a fervent example of my proficiency.

I am looking for a position that allows me to utilise all of my creative and profes-sional skills; working with content holistically and strategically.

BRANDS WORKED WITH

ayede

Emilia Wickstead

Frescobol Carioca

JOSEPH

Le Labo

Lula Magazine

MATCHESFASHION

NET-A-PORTER

The Unstated

The VogueCIEL

Threads

Experience

Aeyde

● Freelance Social Media Manager

ayede | Jan 2022 - Now

THE VOGUE CIEL

● Creator, Editor and Writer

The VogueCIEL | Dec 2016 - Now

The VogueCIEL is an amalgam of fashion, culture and lifestyle, with all elements equally as relevant as the last.

As creator and editor of the The VogueCIEL I create all of the visuals of the site, and curate and write a melange of spirited, relevant, cultivated articles about a variety of topics from docile relationships to the perfect red lipstick and current-day feminism.

Identifying, sourcing and building connections with fresh and innovative brands such as Sunday Riley, Glossier and MUN Skincare, that are inline with the The VogueCIEL's ethos and aesthetic is an important part of the role, as well as, producing for all of the visuals; designing the site, and envisioning and creating cover images, etc.

<http://thevogueciel.com>

EMILIA WICKSTEAD

● Freelance Social Media and Content Manager

Emilia Wickstead | Sep 2022 - Oct 2022

● Social and Content

JOSEPH | Aug 2021 - Jan 2023

In this role I am responsible for creating on-brand, engaging daily content for social media platforms across international key markets: Facebook, Instagram, Twitter, Pinterest and LinkedIn to support ecommerce, mar-keting & retail strategies.

Devising compelling content strategies to drive impressions, engage-

ment, site visits and sales through content. I source imagery and write captions for all above social media platforms daily. Work cross-functional working with channel owners (Retail, Ecommerce). I interact with key press, blogger, designer and digital influencers on social media to establish & maintain strong relationships and increase JOSEPH online exposure; acting as 'community manager' working closely with customer services to manage any comments efficiently and in accordance to company guidelines and maintaining relationships with contacts within the industry (bloggers, photographers, digital influencers) to feature on JOSEPH's social channels. I propose and project manage specific influencer campaigns: Liaison with management agencies and contracts (in close partnership with Joseph legal teams), staying ahead of the curve on culture news, always up to date with the latest digital technologies and social media trends.

Planning, sourcing, writing and curating original content for social channels is a key part of the role; managing small-scale shoots for Designers At and working closely with the Art Director to create on brand content. Working closely with the marketing team to ensure the brand maximises content creation at all opportunities and working closely with the digital marketing team to ensure content consistency across paid channels.



● Freelance Content Curator

Threads | Aug 2021 - Oct 2021

As a freelance Content Curator atThreads Styling I was responsible for creating and curating market leading content across Threads Styling's social channels including Snapchat, Instagram and TikTok. As well as working closely with the Editor, I was working alongside the other Content Curators, the editorial team and wider marketing team.

I was responsible for creating market leading story and grid content forThreads Styling and building out their presence onTikTok.A sales focussed approach to shooting was important as was working collaboratively with the creative team to generate industry leading ideas for content. I would edit content where needed to the correct format for Instagram grid and reels and using Premiere Pro CC and VSCO. I would shoot fun and engaging content for social using viral pillars to increase follower growth and engagement.

● Digital Content, Marketing and Social Media Manager

The Unstated | Jan 2020 - Aug 2021

As the digital content, marketing and social media manager at The Unstated I am responsible for overseeing and managing all online and social content; creating ads, visual and written content, and planning and maintaining a content calendar. I propose innovative campaigns to extend the brand's presence, drive traffic to the website and increase engagement, whilst identifying issues, patterns and trends. I manage and work to grow the online community; driving online conversation and conversion.

I am also responsible for all brand marketing and copy across the site; from product copy and SEO to the brands blog, 'The Unstated Journal'. These means I often interview tastemakers, designers and influencers, research stories and curating articles like 'how tos' and 'guides'.



● Content Writer and Editor

Frescobol Carioca | Dec 2018 - Jan 2020

In this role I managed and produced high quality copy across several channels including press releases, editorials, printed collateral, media Q&As and email marketing. I was responsible for managing the content for the brands bi-annual magazine and manage external image archives etc, working closely conjunction with the graphic designers. I created and maintained a content calendar for the online Journal, which is updated at a minimum once per week, an research and feedback on what's trending and anything that will appeal to the brands clients. I worked with the marketing PR department to ensure all press releases and press enquiry responses are written to the highest professional standards and reflecting the brand, and write and edit engaging and informative on-brand copy for product descriptions and category pages.

Working closely with the marketing team, I curated and wrote all digital copy covering newsletters and all customer touch points, ensure consistent tone of voice throughout all communications, and provide copy for all social media posts across Instagram, Twitter, and Facebook, as well as, performed ad hoc research and duties for the PR and marketing departments. I also produced and curated the visual content for the Journal (online editorial blog) and Instagram Stories, working with Adobe Photoshop and InDesign to do this.

● Freelance Writer and Editor

Frescobol Carioca | Jun 2018 - Dec 2018

As a freelance copywriter and editor at Frescobol Carioca I worked to produce high-quality copy across a multitude of channels such as; press releases, editorials, printed collateral, email marketing, social media content and Q&A's, working closely with both the marketing and creative teams.

● Freelance Copywriter and Editor

| Jan 2018 - Jul 2018

As a freelance writer and editor at Frescobol Carioca, I worked to produce high-quality copy across a multitude of channels such as; press releases, editorials, printed collateral, email marketing, social media content and Q&A's, working closely with both the marketing and creative teams. I planned, researched and wrote all of the editorial pieces, contacting influencers and tastemakers for interviews, and worked closely with the design team on the overall outcome of all content.



● Freelance Product Sub-Editor

NET-A-PORTER | Sep 2017 - Jan 2018

As a product sub-editor at Mr Porter I was responsible for keeping the title, product copy and details consistent, in line with the house tone, and as factually and grammatically as correct as possible. I was also responsible for undertaking audits, attending brand academies and presenting fashion and copy related information to my team.
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● Junior Product Writer

MATCHESFASHION | Nov 2016 - Sep 2017

At MATCHESFASHION.com I work as a Junior Product Writer in which my main responsibility is to write considered, gripping product descriptions that communicate the items USP in the house tone while working to strict deadlines. However, I also conduct audits, research and present information on current trends, fabrications and a new brands that are relevant to the site, and attend brand trainings; relaying relevant notes back to the team in meetings.
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● Product Editorial Intern

MATCHESFASHION | Sep 2016 - Oct 2016

In this position I was responsible for providing general support to the product editorial department including writing style notes and sourcing samples when needed. Helping to compile research and inspiration folders, which are updated season by season, and conducting audits across the site to ensure accuracy and consistency.



● Lab Technician/Sales Associate

Le Labo | Apr 2015 - Nov 2016

I had varied responsibilities, not only fulfilling the duties of a sales associate, i.e meeting and greeting customers, introducing them to the store and products, as well as talking them through the range, taking payments and stock takes, I am also responsible for wholesale production, packing items for wholesale. In this position requires me to have honest passion and knowledge of the perfumes and a good rapport with customers, I work in all of the locations; the boutiques, the Liberty and the Harrods counters, of which have a different clientele of whom I build a rapport

with.
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● **Intern**

Lula Magazine | Dec 2015 - Feb 2016

In this position I was working as an intern, with varied responsibilities. Whilst observing the interworking of a fashion magazine, I was also contributing to this through admin work, delivering returns and collecting samples.

Education & Training

2019 - 2019 ● **Central Saint Martins, University of The Arts London**
Master of Arts - MA, Culture, Curation and Criticism

2013 - 2016 ● **Central Saint Martins, University of The Arts London**
Bachelor's degree, Fine Art

2012 - 2013 ● **Ravensbourne University London**
Foundation Diploma, Art and Design