



Kerina Duhra

Social Media Freelancer

📍 Dubai - United Arab Emirates

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Links

[Website](#) [LinkedIn](#)

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Languages

English (Native)

About

I am an experienced Social Media Specialist with over 7-years experience and a demonstrated history of working in both B2C and B2B roles, across agency and in-house positions. I have worked in various industries including; Fashion, Travel, Music, Tobacco and Property, and have worked in Northampton, London and Amsterdam.

The core skills I hold are in Copywriting, Content Creation and Planning, Community Management, Performance Reporting, Strategy Creation, Influencer Marketing and Engagement/Acquisition Advertising.

My experience has seen me work in London, Amsterdam and Northampton, and across local and global markets (UK, US, RU, NL, ES, FR, DE, IT, JP, KR, CN, APAC).

I have previous experience using the following tools; Google Analytics, Adobe Analytics, Streamscience, Hootsuite, Falcon, Sked Social, Curalate, Picasso Labs, Olapic, Stackla, Spredfast and Sprinklr amongst others. I also have experience in using CMS (Drupal & x2 in-house builds).

BRANDS WORKED WITH

Farfetch

New Look

Experience

● Social Media Consultant

| Jul 2018 - Now

Current client: British American Tobacco (glo)

Worked in: London, Amsterdam, Northampton, and remotely

Past clients:

- Adidas
- Libertine London (BaByliss EU)
- Dune London (Head over Heels)
- Fora
- Under The Influence (Chaos)
- Frank PR (Vype UK)
- We Are Komodo (Villa Kubu & own brand)
- Audio Network
- John Lewis & Partners (Christmas campaign 2018)
- AllSaints

Work between clients -

Content management

- Curated and managed social content across channels
- Managed social shoots alongside an external agency
- Worked with internal parties to align social with the wider business
- Managed all shoppable content and features on social
- Planned, managed and executed key seasonal campaigns
- Worked with external agencies to shape social media strategy
- Managed the marketing team calendar
- Community management
- Briefed in website homepage updates
- Provided website product descriptions

Strategy, reporting and recommendations

- Compiled performance reporting, and recommendations
- Created reporting templates for Supplier Funded activity
- Created weekly content review documents
- Managed content audits/tidy-up's

Training/cross-team collaboration

- Trained and managed new team members
- Compiled how-to guides and managed training for new additions and other teams in regard to managing a social presence

- Collaborated with PR to maximise potential of gifting appointments
- Supported and guided international markets in their social efforts

Paid social

- Managed Supplier Funding social advertising
- Worked with media agency on the specifics of social advertising
- Proposed marketing packages for Supplier Funding

Influencer marketing

- Assisted internal ambassador programmes
- Ran influencer campaigns for seasonal support
- Recruiting agency for blogger programme

Platforms worked across for the above clients -

- Instagram
- Twitter
- Facebook
- LinkedIn
- YouTube

(Pinterest experience in perm roles)

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● Group Social Media Manager

New Look | Aug 2017 - Jul 2018

Worked on -

- Fashion Week launch party
- Ascot influencer trip
- Brand event social coverage (Ascot, Lovebox, Rochelle Humes collection launch & style talk)
- Fashion Week sponsorship launch (social coverage)
- My Life, My Style, My Look campaign launch
- Social shoots
- Influencer shoots

With influencers including -

- Nadia Anya
- Georgia India
- Rochelle Humes
- Lauren Crowe
- Sinead Crowe
- Liv Blankson
- Laura's Little Locket
- Amy Fuchsia
- Little Magpie
- Will Sebastien
- Naomi Ross
- Joey London
- Ellen Brockbank
- Monet Huie
- Peexo
- Zak Maoui
- Dazhane Leah
- Style Lobster
- Sulsworld
- Bethany Elstone
- Vanessa Daniels

*Amongst others

see less



● Social Media Executive

New Look | Feb 2017 - Aug 2017

See managerial experience at New Look



● Social Media Assistant

Farfetch | Sep 2014 - Feb 2017

Worked on -

- The influencer collaborations for the launch of the first #TheOne campaign

- Unfollow campaign launch
- Launch of 7 localised Facebook pages (RU, APAC, KR, JP, FR, DE, ES/MX)
- Fashion week influencer takeovers (New York, London, Paris, Milan)
- Farfetch curates x Assouline book launches

With brands including -

- Kenzo
- Stella McCartney
- Aquazzura
- Gucci
- Opening Ceremony
- Space NK
- Swear London

With influencers including -

- Viky and the Kid
- Alberto Ortizrey
- Pernille Teisbaek
- Marco Taddei
- The Furrest
- Christian Bendek
- Erica Pelosini
- Anson Low
- Pandora Sykes
- Nausheen Shah
- Miguel Carrizo
- Pari Dust
- Nicolas Simoes
- Adenorah
- Cup of Couple
- Lisa Pedigrew
- Steven Onoja
- Nadia Fairfax
- Man of a Kind
- Chris John Millington

*Amongst others
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