



Kristina Dimitrova

Social Strategy Director

London, UK

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Links

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Languages

English

About

PROFILE

BRANDS WORKED WITH

Contagious

Interlaced

OK COOL

Truffle Social

Experience

● SOCIAL STRATEGY DIRECTOR TROUBLE MAKER

| Aug 2022 - Now

Clients: Peroni Nastro Azzurro, Aston Martin F1, Sports Direct, Covent Garden, Miller Genuine Draft

Leading, developing and presenting in-depth organic social strategies for global accounts and cascading those to local markets Developing sponsorship content strategies for key accounts (Peroni x Aston Martin F1) Working with Distribution (Paid, Owned, Earned) & Creative key stakeholders to ensure a holistic 360-touchpoint approach across all clients Setting and road-mapping the agency's vision for social Line managing a team of three social media managers



● FOUNDER

Interlaced | Feb 2015 - Now

Curated & hosted INTERLACED 2015 - a one-day conference and fashion tech catwalk show (one of the first in Europe) Presenting at international industry events and teaching at leading academic institutions on topics around the future of retail, strategic innovation in fashion and trends in the area (Condé Nast College of Fashion & Design, Nottingham Trent University, Wear It Berlin, European Fashion Forum) Curating, facilitating and delivering workshops on brand building, marketing strategy, emerging technologies and their implications in the fashion, retail and luxury sectors



● SENIOR ACCOUNT MANAGER & STRATEGIST

OK COOL | Jan 2021 - Jul 2022

Clients: Bumble, Linktree, COS, Ace&Tate, My/Mochi
Developing strategic social media plans and content strategies to meet client KPIs Staying on top of new social developments & platforms including Web 3.0, OnlyFans, TikTok & more Leading on Web 3.0 thinking across the agency & developing thought leadership reports Building comms and growth strategies across all social media platforms including FB, IG, TikTok Drive the strategic thinking on client teams, identifying and addressing client challenges while driving innovation and opportunities for the agency Lead on audience insights and consumer behaviour, providing case studies of how people engage with culture Managing influencer campaigns Tracking and creating monthly social reports Overseeing account executives and social media managers



● ACCOUNT MANAGER

OK COOL | Apr 2020 - Jan 2021

Clients: MelodyVR, My/Mochi, Future Family, Girl Effect
Developing award-winning social campaigns Briefing creative and production teams to execute always-on strategies and campaigns Helping the accounts grow and be proactive with strategic ideas that tie into client goals Be at the forefront of trends in social, tech and culture Client management & relationship building



● ACCOUNT MANAGER

Truffle Social | Apr 2019 - Apr 2020

Clients: Go Ultra Low, Rite-Flex
Creating and delivering client presentations and new business pitches Organising and managing influencer & VIP events including real-time so-

cial strategies Developing best practice community management guides including crisis management strategies for social



- **ANALYST & EDITORIAL HEAD OF STARTUPS**

Contagious | Feb 2015 - Apr 2019

Leading Contagious magazine's startup section Researching, selecting and covering trends in marketing, technology, media, and consumer culture Presenting at Contagious events in front of hundreds of senior marketers and agency heads Pitching editorial features and trend ideas Building PR and marketing contacts globally

Education & Training

2017 - 2017

- **Birmingham City University**

BA (Hons) Marketing, Advertising & PR,