



# Mia Williams

Social Media Content Creator /  
Talent MGMT

📍 Brighton, Brighton and Hove, UK

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

## Links

[Website](#) [Instagram](#)

## Languages

Afrikaans (Native)

English (Fluent)

## About

A seasoned Social Media Manager & Strategist with over 10 years of experience in the industry, dedicated to staying ahead of trends and creating brand awareness through a consistent stream of engaging content.

Strong written communication skills allow me to craft compelling stories that resonate with users keeping them captivated & engaged whilst growing the audiences. I am always committed to delivering results and exceeding expectations in all aspects of my work.

Currently employed as a Talent Manager, overseeing a major campaign and facilitating communication between influencers, clients, and PR companies. My responsibilities include selecting the most suitable influencers, collaborating, and brainstorming with the marketing and creative teams.

I excel in utilizing various platforms and design suites, including Adobe, Canva, Hootsuite, Later, Microsoft, Meta for Business and Google Analytics.

### BRANDS WORKED WITH

Hannah Martin Ltd

Liberty London

Madseventies

Rockins HQ

Seye Adelekan - Creative artist and musician

Sproutl

Vintagecuratorsinteriors

## Experience

### ● Social Media Strategist

Rockins HQ | Aug 2023 - Now

- Create graphics/Lifestyle assets, filming & editing for social platforms
- Design social media strategies to achieve marketing targets
- Monitor SEO and user engagement and suggest content optimisation
- Scheduling content on multiple platforms
- Create social campaigns with celebrities & influencers
- Marketing & PR
- Liaising with influencers & celebrities during collaborative projects

### ● Social Media Strategist

Hannah Martin Ltd | Aug 2023 - Now

- Developed and implemented a content marketing plan to increase brand visibility and engagement on social media
- Developed a content calendar to generate high-quality content that resonates with readers
- Grow the company's online following and increase engagement
- Monitoring insight and performance
- Creating graphic & lifestyle assets for social media platforms
- Filming & Editing

### ● Marketing And Public Relations Manager

Seye Adelekan - Creative artist and musician | Aug 2022 - Mar 2023

- Creating assets for various of social platforms
- Filming & video editing
- Marketing & PR
- Support on campaigns
- Identify main client groups, audiences and determine the best way to reach them
- Help clients communication effectively with the public



- **Video & Content**

Sproutl | Jul 2022 - Dec 2022

Creating graphic & lifestyle assets for social platforms  
Filming & video editing  
In charge of campaigns  
Schedule content and track insight & analytics  
Lease & collaborate with influencers

- **Content Producer**

Madseventies | Jan 2021 - Dec 2022

An in-house service creating assets for fashion, food and lifestyle brands

Create mood-boards & sourcing props  
Creating customised backgrounds to fit each brand's aesthetic

CLIENTS: Pasta Evangelists, Deliveroo, London Sock Company, Keto Hana

- **Social Media Manager**

Vintagecuratorsinteriors | Jan 2021 - Dec 2021

Cross-communication between 30 antique sellers & the founders of the Fair.  
Creating assets for social platforms  
Scheduling content & track insight and analytics  
Coached sellers on the role of social media within their business.  
Copywriting

- **Social Media Strategist**

Liberty London | Jan 2023 - Nov 2023

Creating assets for multiple social platforms (2-3 social IG accounts)  
Filming & video editing  
Identify target audience & develop social and content strategy.  
Analysing usage data & performance  
Manage projects and campaigns whilst driving commercial opportunities.

- **Fashion Director**

Madseventies | Jan 2015 -

'An Eco-Friendly Vintage Fashion Brand  
Creating captivating content to fit the brand's aesthetic.  
Filming and Video editing for Campaigns.  
Analysing insight & analytics  
Scheduling content  
Story telling and copywriting

Clients: Victoria De Angelis from Mäneskin, Seye Adelekan from Gorillas, Metronomy, Suki Waterhouse, Jack Saunders.

- **Social Media Content Creator/Talent MGMT**

| Jan 2018 - Now

Social media strategist and content creator for clients under Tom Affordable Ltd (Current client: Guy Berryman from Coldplay)  
Implementing strategic SEO initiatives to boost organic traffic  
Social reporting and analytics to identify conversions, key trends to gain a deeper understanding of the customer  
Talent MGMT: Overseeing major campaigns and facilitating communication between influencers, clients, and PR companies  
Activate social campaigns to drive community engagement  
Analyzed marketing data to identify trends and develop insights that informed future marketing decisions  
Managed content creation and publication process, ensuring timely and accurate delivery of content

● **Talent MGMT**

| May 2024 - Now

Connect with influential individuals to support marketing campaigns.  
Develop and implement an influencer marketing strategy that increase brand visibility

Managing influencers, overseeing social media activities

Work closely with marketing and social team to execute campaigns

Communicating and building relationships with social media influencers