



Lilato Madiri

Community Manager - I build brands through community building, nurturing and engagement.

Luton, UK

[Portfolio link](#)

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Languages

Shona (Native)

English (Native)

About

A creative professional with experience in community management, growth, engagement and content creation across various social platforms.

I have a demonstrated history of working in global environments across Travel, Fashion & Beauty retail industries.

I am accustomed to working in international teams, and working within fast-growing start-ups and remote teams. I'm a self-starter, passionate, committed, flexible and confident.

BRANDS WORKED WITH

- Artykel Creative Form
- Global Analysis Report
- Glossier
- LYMA
- Prague Morning
- Trinny London
- Babes on Waves
- Comic Relief
- Rise Up

Experience



● COMMUNITY MANAGER

LYMA | May 2022 - Jul 2022

Successfully launched and grew the brand's first global online community over Facebook to 550 members Produced, owned and oversaw the community growth and social strategy Built LYMA's core community guidelines and onboarding processes Managed day-to-day moderation, engagement and administration Researched and implemented new tools to drive digital and team innovation Assisted with executing social copy, engagement, and communications across brand's key social platforms



● COMMUNITY ASSISTANT

Trinny London | Oct 2020 - Dec 2021

A highly engaged role, anchored in building relationships, trust and community across 28k member Global Trinny Tribe, 36 Regional Facebook groups, Founder and Brand Instagram and Facebook profiles, and Ambassador Emails. Lead 6 core team members in project & task management monthly to develop new ideas for the internal community team while fostering creativity and sharing outcomes with wider stakeholders Managed 3 regional tribes (Singapore, South Africa, and New Zealand) to drive engagement through regional, social, and brand-specific needs and initiatives daily Oversaw the day-to-day of all social media DMs, comments and UGC to strengthen community growth and bond across brand socials through brand values and tone of voice Produced & presented weekly reports on social engagements and insights within the global and regional community and social platforms to provide insights & new strategies. Assisted with producing and executing communications & community engagement strategies that leverage the brand's key social platforms, influencer seeding, gifting and outreach, and digital comms and marketing. Researched and implemented new platforms and tools to drive digital innovation, meet business needs, improve efficiencies, reach new audiences and build a community.



● LONDON OFFLINE EDITOR, SALES ASSOCIATE

Glossier | Nov 2019 - Sep 2020

A Pop Up Editor, Sales Associate to the Glossier brand's in real-life experience, in their first-ever temporary London location. Researched external skincare brands, skin types and conditions to help redefine the beauty shopping experience by adding value beyond the products, space, and transactions Incorporated further education in Glossier Academy to achieve in-depth product knowledge Embodied Glossier language & values offline to translate into a unique customer experience



- **JOURNALISM ASSISTANT INTERN**

Prague Morning | Jan 2019 - Apr 2019

A 3-month internship based in Prague, Czech Republic under Erasmus+ Funding. Where I also studied towards obtaining a Level 4 Diploma in European Digital Marketing and Entrepreneurship. Published high-quality news & stories about the related topics covered by Prague Morning Conducted feature interviews/fieldwork for sister publication Prague Express & copywrote for company video service website "Vizzards" to create and maintain a network of contacts Edited and proofread articles to translated from Czech to English properly and correctly

- **ONLINE CONTENT & INTERNATIONAL RELATIONS MANAGER**

Artykel Creative Form | Jan 2019 - Apr 2019

Implemented & created an editorial content calendar that highlighted which content types to promote based on the alignment to the organization's values, priorities, and external factors Directed the company's 1 st mailing list clean up to make it easier to identify & differentiate hot leads from cold leads and initiated monthly email design to target prospective clients Initiated a collaborative approach to bring awareness of the Erasmus+ mobility placements

- **INTERN**

Global Analysis Report | Aug 2016 - Oct 2016

Created content designs & marketing outreach to maximize promotion for Amigo Month Networked with diplomats/politicians to voice for the Latino/Hispanic community in London Wrote and edited articles & blog pieces for various Latino, Hispanic, Lusophone platforms OTHER EXPERIENCE

- **Freelance Community Specialist**

| Jun 2023 - Now



- **Freelance Community Manager**

Babes on Waves | Jun 2023 - Now



- **Freelance Community Manager**

Comic Relief | Feb 2024 - Apr 2024



- **Freelance Community Manager**

Rise Up | Jan 2023 - Apr 2023