



# Samuel du Bois

Marketing and Content Assistant / Creative Team / Artist and Creator

📍 London, UK

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

## Links

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

[Instagram](#)

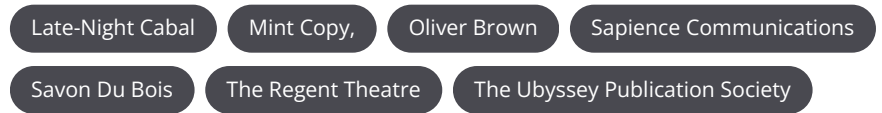
## Languages

English (Fluent)

## About

Samuel Du Bois is a creative and detail-oriented marketing professional with a Master's degree in Creative Writing from the University of Oxford. As a Marketing and Content Assistant for London-based fashion brand Oliver Brown, he spearheaded the Spring/Summer 2023 studio campaign and played a central role in transitioning the company's email marketing, resulting in a 600% increase in email conversions over a three Lorem ipsum month period. He also managed a \$70k budget as project manager for Savon Du Bois' rebrand, created a fictional podcast and developed a youth outreach program for The Regent Theatre.

### BRANDS WORKED WITH



## Experience



### ● Marketing and Content Assistant

Oliver Brown | Sep 2022 - Now

Acted as creative director for Spring/Summer 2023 studio campaign, planning, casting and overseeing the project from start to finish. This campaign pushed the brand in a new creative direction and broke new ground for the diversity of models cast. Executed the transition of email marketing from Mailchimp to Klaviyo, resulting in approximately a 600% increase in email conversions and contributing to the most successful Black Friday/Christmas shopping season for online sales in the company's history. Planned and executed the most expensive photoshoot in the company's history, managing budgets, negotiating fees and hiring talent, running logistics and assisting in all aspects of the execution. Expanded up the company's in-house content production abilities, producing photo and video content for social media and web channels.



### ● Youth Outreach and Engagement Coordinator

The Regent Theatre | Oct 2021 - Feb 2022

Developed and built the theatre's youth volunteer program, based around a youth-produced monthly podcast featuring the work of community members 18 and younger. Produced the inaugural 45-minute podcast and established a framework for future production. Worked with local outreach and community groups to produce a report on future youth outreach initiatives for submission to the Canadian government.

### ● Creator/Producer

Late-Night Cabal | Jan 2021 - Dec 2022

Created, wrote and produced the first three episodes of fictional podcast "Late-Night Cabal" (available on all major platforms). Self-funded production and oversaw all aspects of its creation, including audio engineering, casting professional actors, music composition and final mastering. The podcast includes the final performance of acclaimed actor Kenneth Welsh (Twin Peaks, The Aviator).

### ● Project Coordinator

Savon Du Bois | Nov 2020 - Feb 2023

Acted as project manager and creative strategist for the rebranding of skin and body care brand, Savon Du Bois over a 1.5-year period. Managed a +\$70K budget, hired talent and acted as liaison between creative designers, printers and stakeholders, ensuring deadlines were met and work produced to the highest standards. Delivered over 40 new products and overhauled the website in time for the spring launch.



- **Account Executive**

Sapience Communications | Oct 2019 - Apr 2022

Managed accounts in retail, architecture, tech, financial services, health, and property sectors, directly liaising with clients and press to secure media opportunities in publications such as Bloomberg, CNN, City A.M., The New York Post, and Reuters. Delivered creative solutions to achieve client public relations and communications objectives, closely monitoring market and news trends for opportunities. Researched and ghost-wrote complex editorial and media content for clients on topics such as economic and investment trends, the housing crisis, revitalisation of industry in Northern England and prefabricated housing.



- **Freelance Copywriter**

Mint Copy, | Jan 2018 - Jan 2021

Research and wrote impactful content for a wide range industries, including retail, local governance, finance, healthcare, and B2B.

- **Culture Editor**

The Ubsysey Publication Society | Apr 2016 - Apr 2018

Additionally Interim Coordinating Editor (2017) and Magazine Editor-In-Chief (2018). Elected to lead a team of over 30 writers to produce daily online content and a weekly print newspaper with +10,000 circulation. Authored editorial content, including features, music/theatre reviews, opinion pieces and news. As Interim Coordinating Editor, managed hiring, new bylaw implementation, and planning the annual editorial board retreat. As Magazine Editor-In-Chief, planned and executed publication's inaugural magazine, working within a limited budget, team changes and a tight deadline to deliver over 5,000 copies into circulation. Mentored new writers and creatives in writing and journalistic practices, many of whom went on to assume editorial roles.

## Education & Training

---

2019 - 2022

- **University of Oxford**

Masters Degree, Creative Writing

2014 - 2019

- **University of British Columbia**

Bachelor of Arts, English Literature