



# Christina Belloge

Consultant Freelance

London, UK

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[Twitter](#) [LinkedIn](#)

## Languages

- English (Native)
- Italian (Basic)
- French (Native)
- Portuguese (Basic)
- Spanish (Fluent)

## About

Hi & thank you for taking the time to visit my profile!

Next Availability: February 2024

I'm a multilingual Digital Marketer with 9-year experience both agency & client-side. I have experience client-side, creative agency, media agency and digital production agency. I have specialized in Social Media Advertising 6 years ago and developed expertise in Branding, Direct Response, Re-marketing, and Lead Generation campaigns.

I have been involved in large-scale Paid Social media planning/buying on both native and SAAS social media platforms. I have also planned and executed strategic social media campaigns for leading Fashion Retailers (C&A, Nike, Puma, Gucci, Guess, Max Mara Fashion Group, Luxottica, Tommy Hilfiger, Calvin Klein, Luisaviaroma.com, FitFlop, Missguided), Health& Beauty (Boots), Travel (Easyjet, Thomas Cook, Club Med, Avis Budget Group), FMCG (Heinz-Kraft Foods, Walkers, Doritos (Pepsico)) & Tech (HP, SanDisk) globally both Agency & Client Side. I've managed multi-million budgets in EUR, USD & GBP.

Industry experience includes Fashion Retail (High Street, Luxury & E-commerce), Sports Apparel, Luxury Hospitality, Beauty Retail, Tech and FMCG.  
International experience: UK, France, Germany, Netherlands & US.

Enough about me! How can I help you?

### Expertise:

- Paid Social Media Planning, Buying & Strategy on: Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube & Snapchat
- Team Management
- Agency Management for Paid Media: PPC, Display programmatic, Affiliation & Mobile
- Media Owners Relations
- Project Management
- Web Analytics
- Business Trip

### Qualifications & Certifications:

- Facebook Studio Edge Pages and Ads Expert Certified
- Facebook Blueprint Certified
- Google Square Graduate February 2016

### BRANDS WORKED WITH

- Avis Budget Group
- Brand Networks
- Havas Media Group
- iProspect
- JohnHenry.net
- Melanin Travels Magic
- Mindshare
- Missguided
- MVF
- OMD UK
- Phd
- Smp - Simpson Mahoney Parrock
- Wavemaker
- Your Company

## Experience



### Remote Paid Social Director Freelance

Wavemaker | Aug 2021 - Now

### Founder & CEO

Melanin Travels Magic | Sep 2020 - Now

At the height the #blacktravellersmovement, and the need for African Caribbean diaspora to uncover their history and culture, I've founded Melanin Travels Magic (MTM) to help the Black diaspora to facilitate their

discovery of other black Cultures (African or Caribbean) via traveling experience like I've done in the last 5 years traveling 20 countries in either solo or group trips. MTM is the response to the infamous question: Where are all the Black Millennials and Gen Z Travellers traveling to? MTM is a black-owned travel agency to connect black travelers to exciting traveling destinations and enlightened their knowledge, experience, and discovery of the diversity in the culture of the black diaspora worldwide.

- **Remote Freelance Paid Social / Digital Marketing Consultant**

Your Company | May 2020 - Sep 2020

I'm available from now, to work remotely in a Digital Marketing/ Paid Social capacity Send me an InMail or Message to discuss how I can help you next! Currently working on 6 SMB international projects (London, Paris & Elmina in Ghana): Website Launch in London & Paris, Social Media Strategy, Summer Weekend Getaways Cultural & adventure short trips in Ghana, Educational Youtube Channel launch in London, Ghana group trip Marketing in UK & US, Hiking Club Launch Promotion on Social Media.

- **Freelance Paid Social Consultant**

Phd | Jan 2020 - Mar 2020

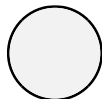
Planning, Buying and Optimising Paid Social campaigns on Facebook, Instagram, Snapchat and compiling PCA for Monthly reviews or QBR exclusively for Timberland, The North Face & Najapairi retail collections for over 4 European markets.



- **Freelance Paid Social Consultant**

iProspect | Nov 2019 - Jan 2020

Responsibilities: Planning, Buying and Optimising Paid Social campaigns on Facebook, Instagram, Snapchat and compiling PCA for Monthly reviews or QBR exclusively for Tommy Hilfiger Luxury fashion collections for over 20 European markets. Proud to be back @ iProspect and part of major Ecomm, Store Traffic, Festive, Gifting, Black Friday and app installs campaigns for Fall Winter 2019



- **Freelance Senior Paid Social Trader**

Havas Media Group | May 2019 - Nov 2019

Responsibilities: Planning, Buying and Optimising Paid Social campaigns on Facebook, Instagram, LinkedIn, Twitter for the following clients: Gemfields, Amanda Wakeley, AXA IM, Maersk, Puma, Atelier Swarovski Markets: UK, Hong Kong, Germany, France, Spain, Italy, United States, Taiwan, Singapore, Brazil, Africa, LATAM



- **Digital Marketing Performance Consultant | Freelance | Zipcar**

Avis Budget Group | May 2018 - Feb 2019

Responsibilities: Zipcar Digital Acquisition Marketing channels Affiliates, PPC, Programmatic Display, Native, Mobile and Paid Social Markets: UK, Belgium, Spain & France Role: Being part of Avis Budget Group European Central Marketing team and currently supporting Zipcar Digital Marketing Acquisition (new members) & Retention (Repeat bookings) efforts across UK, Belgium, Spain & France. Developing a strong relationship with the lead performance media agencies (Syzygy (UK), Rebold (ES), Mediascale (BE), media owners (Google/ YouTube, Facebook, Snapchat) and In-house teams for Affiliation, PPC, Programmatic Display, Mobile and Paid Social across 4 countries UK, BE, FR & ES

- Driving strategic initiatives and new campaigns/services launches
- Tracking acquisition performance using a weekly and monthly report
- Digital Marketing Campaign Project Management (Strategy, creative brief, messaging, audience definition, Media plan)
- Attending weekly agency calls for all 4 countries & advising on strategies to achieve monthly applications Targets
- Onboarding 2 new Media agencies in Spain (Rebold) & In UK (MC Saatchi)

- **Paid Social Senior Manager | Freelance**

| Nov 2017 - Apr 2018

Accounts responsibilities: Hewlett-Packard, The Guardian, HBO Role: Being part of the Social Response team for Awareness and Direct Response driven Paid Social Campaigns Lead on all Paid social advertising planning, strategy, reporting and execution for these clients across Facebook, Instagram, LinkedIn & Snapchat Main contact to senior level clients Frequent Media owners meeting & liaison (Facebook, Instagram, Twitter, Google, Pinterest) and third party data provider (Experian, Oracle, Acxiom, Visa...) and technology suppliers (4C...

- **Paid Social Account Director – Biddable Activation – Social & Video | Freelance**

| Aug 2017 - Nov 2017

Clients Include: FitFlop, American Express, Thomas Cook, Square, Rayban, Club Med, William Hill, Calvin Klein, Panasonic...for the International markets (USA, CAN, UK, EU: FR, DE, IE, BRA, HK, JP, KOR) Role: Being part of the Client Direct team for Performance/Direct Response-driven Paid Social Campaigns Lead on all Paid social advertising planning strategy for these clients across Facebook, Instagram, YouTube, LinkedIn, Pinterest Main contact to senior level clients Line management of Account managers & Planners (Managing & coaching team) Frequent Media owners meeting & liaison (Facebook, Instagram, Twitter, Google, Pinterest) and third-party data provider (Experian, Oracle, Acxiom, Visa...) and technology suppliers (Sprinkler...)



- **Paid Social Associate Director | Freelance**

OMD UK | Feb 2017 - Aug 2017

Clients Include: Boots, Easyjet, Heinz-Kraft, Coach, Luxottica (RayBan, Persol, David Clulow & Sunglass Hut) for the UK market Role: Lead on all Paid social advertising planning strategy for these clients across Facebook, Instagram, Twitter, Pinterest Main contact to senior level clients Main contact to OMD client brands Comms teams Line management of 5 Account managers & Account Executives (Managing & coaching team) Quality control of team output & allocating workload Reconciliation of media plans Frequent Media owners meeting & liaison (Facebook, Instagram, Twitter, Pinterest and Snapchat) and third party data provider (Experian, Acxiom...) and technology suppliers (4C, Sprinkler, TVTY...) Finance : proceeding to monthly bookings and billing Deep diving data for Ebiquity and Econometrics quarterly or yearly analysis

- **EMEA Senior Paid Social Strategist & Analyst | SanDisk | Freelance**

Smp - Simpson Mahoney Parrock | Jun 2016 - Feb 2017

SMP is an award winning creative marketing agency, specialized in creative communications for retail & FMCG clients (Asda, Tesco, SanDisk, Andrex, Kleenex...) I have been supporting SMP as an EMEA Senior Paid Social Strategist & Analyst for a unique tech client: SanDisk, recently acquired by Western Digital. Carried audience research, planning, buying (campaign build, optimization) & reporting Planned & bought, reported on large-scale Direct Response & Branding campaigns on Facebook & Instagram across 8 EMEA countries (UK, Germany, France, Italy, Spain, UAE, South Africa & Turkey) Provided art direction for video, gifs animation, copy, photo production and attended photo shoots.



- **Paid Social Consultant | Fast Fashion & Ecom | Freelance**

Misguided | Mar 2016 - May 2016

Launched 11 Branding & Direct response Paid Social campaigns for all on Facebook & Instagram for Misguided UK, USA, FR & AUS markets. Carried audience research, planning, buying on Facebook & Instagram optimizing & reporting analysis, Collaborated with marketing teams (Creative, CRM, Data Insight) to maintain a consistent brand voice & message Provided art direction for video, gifs animation, copy, images and landing Designed paid social strategies for DR & Branding campaigns for Facebook, Instagram & YouTube campaigns



- **Media Services Manager | Paid Social | Luxury Fashion & eCOM | Freelance**

Brand Networks | Nov 2015 - Feb 2016

Clients Include: Guess, Gucci, Luisaviaroma.com, Max Mara Fashion Group, Stylect, INTL New York Times. Managed Paid Social Campaigns globally during the Festive period 2015, January 2016 Sales, Spring/Summer 2016 & Milan Fashion Week 2016. Carried audience research, planning, buying (campaign build and implementation) optimized & oversaw reporting and analysis, real-time paid social advertising globally. Campaign managed Direct Response & Branding campaigns on Facebook & Instagram: Brand awareness, Engagement, Fan acquisition, Lead generation, Traffic acquisition, E-commerce sales/conversions, Competition, Drive traffic to store, Re-targeting, App installs, New collection/product launch, Online subscriptions. Clients includes: Guess, Gucci, Luisaviaroma.com, Max Mara Fashion Group, Stylect, INTL New York Times



## ● Real Time & Social Media Innovation Manager

Mindshare | Jun 2015 - Aug 2015

Kick started project for all Paid Social activities for Nike's Western Europe markets from Mindshare Media Worldwide Amsterdam's office.

Planned & bought all real-time paid social advertising for Nike Western Europe sports categories:

- Football, Basketball, Skateboard
- Running, Women, Sportswear
- Drafted compelling Paid Social strategies.
- Launched new audience types : interest clusters based
- Produced Post Campaign Analysis Reports
- Developed strong relationships with UK, Ireland & Netherlands based media owners: Facebook, Instagram, Twitter & YouTube. Carried Direct Response & Branding campaigns for : European Niketown flagship stores Event, YouTube TrueView Ads, Facebook application installs, Facebook event, Facebook branding (Reach/ Engagements / Video views), Facebook video views, New Product launch, Lead generation/ traffic acquisition for Nike Academy registration, Twitter branding (Engagements / Video views), Facebook retargeting



## ● Biddable Media Manager | Paid Social | EMEA | LATAM | APAC

MVF | Sep 2014 - Feb 2015

In-house Campaign Manager for the Paid Social Media activities on Facebook for Surveycompare.net websites for the EMEA, LATAM, APAC markets

- Carried Direct Response campaigns for lead generation on Nanigans Ad Engine.
- Monthly budget spent : £50K
- Developed strong relationships with UK & Ireland based external vendors: Nanigans, Facebook & Twitter. In-house Strategist for the Paid Social Media activities on Facebook, Twitter, LinkedIn & Pinterest for Surveycompare.net websites:
- Created new analytics reports on delivery location, hour of the day, creative performance
- Launched new ad placement testing
- Set up a Creative Asset library
- Launched new audience types : interest clusters based, Website Custom Audience
- Trained & assisted the Facebook biddable media team
- Market research clients included: GFK, Toluna, Nielsen, Yougov... & brands such as Mars, EDF, Nestle, Avaya and Pearson...

## ● Digital Advertising Manager | Paid Social | Europe

| Feb 2013 - Aug 2014

In-house Paid Social Campaign Manager & Strategist for the Paid Social Media activities on Facebook, YouTube & Twitter for Branding, Community Growth & Direct Response supporting :

- EU Brand & Marketing department,
- 8 European e-commerce sites
- 1,500 stores across 10 EU countries
- Carried Direct Response & Branding campaigns for : E-commerce, new European flagship stores opening, Facebook fans acquisition, Twitter followers acquisition, YouTube TrueView Ads, Facebook application installs, Facebook offers, Facebook branding, Facebook competition, Facebook Event, Charity Partnership, new collections launch, Lead generation/ traffic acquisition for competition, Twitter branding.
- Campaign management platforms: Google

Adwords, Facebook Power Editor, Twitter Ads, Adobe Media Optimizer & AdParlor. Developed & maintained strong relationships with UK, Germany & France based external vendors for creative production, SEO, CRM & Media Owners (Facebook, Twitter, Google, Facebook's Strategic PMD's) Various European Business Trips Community Manager for C&A France: Facebook, Instagram Key achievements: Managed a multi-million euro budget for international Paid Media Campaigns on Facebook, YouTube & Twitter

- Achieved 50% growth in 'Brand Awareness via Social Media' in over 1 year.

- Grew EU Facebook Community by 290%

- Increased EU Twitter community by 1,250%. Achieved an average engagement rate 50% higher than the fashion industry average.

- Generated on average ROI of 2.5 on E-commerce DR campaigns



- **Digital Account Manager | Luxury Hospitality & Media | EMEA**

JohnHenry.net | Jan 2010 - Jan 2012