



Dee Dee Joy Thibus

Social Media Marketing and Content Creator

📍 London, UK

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

English (Fluent)

Spanish (Work Proficiency)

Japanese (Basic)

French (Native)

About

BRANDS WORKED WITH

Eclat Skin London

Freelancing

Gold Collagen - MINERVA Research Labs

Experience

● Social Marketing Consultant

Freelancing | Feb 2022 - Now

- Developing social media strategies to increase brand awareness and customer engagement on Instagram
- Creating captivating content for Instagram, which includes writing posts, the creation of multimedia content and content planning
- Staying up-to-date with the latest social media trends and digital technologies

● Public Relations & Social Media Marketing Assitant

Gold Collagen - MINERVA Research Labs | Mar 2020 - Aug 2021

- Build a relationship with relevant influencers to execute the strategy agreed with the line manager for specific Brand Campaign and ensure the efficacy of it and proper use of the assets generated
- Researching Trends and Drafting ad-copy ideas for blog posts & press releases, including interviewing, editing, proofreading and collating amendments from the Brand and Country Marketing teams, to discuss with Brand, Country Manager and Line Manager
- Support the management of potential PR crisis situations
- Support planning, developing and implementing PR strategies for all markets

● Social media and digital marketing assistant

Eclat Skin London | Jun 2018 - Feb 2019

- Creating and organising new content for social media platforms
- Establishing and maintaining good relationships with bloggers and key influencers.
- Researching and writing original articles according to editorial guidelines.
- Responsible for coordinating and executing social media strategy, working across key social media channels
- Carrying out keyword research and thematic analysis relevant to specific brands, sectors, and markets
- Management of PPC campaigns across various platforms

Education & Training

2016 - 2020

● Burgundy School of Business

Entrepreneurship, Master of Business