



Sarah Duane

Creative, focused, proactive

Paris, France

[Portfolio link](#)

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Links

- [Website](#)
- [Blog](#)
- [Twitter](#)
- [LinkedIn](#)
- [Instagram](#)

Languages

- English (Fluent)
- French (Fluent)

About

With a rich background in digital marketing for lifestyle brands, I've honed my skills in social media management and influencer strategy, particularly within the fashion sector. My passion lies in promoting sustainable products, demonstrating a keen ability to engage with eco-conscious consumers effectively. Fluent in English and French, I excel at creating meaningful online connections and driving sales through innovative social media campaigns.

BRANDS WORKED WITH

- Adriatika Swimwear
- Botanical Lab
- Coldpress Juice
- Kymina Swim
- Dweet
- Swarovski
- Mattel
- Toddlekind
- lucieblanche

Experience



● Social media manager

Adriatika Swimwear | Jun 2021 - Aug 2022

- * Develop and implement a comprehensive social media strategy across (Instagram, Facebook, LinkedIn)
- * Create engaging and informative content that resonates with target audience
- * Manage and grow social media following across all platforms
- * Schedule and publish regular social media posts
- * Monitor social media trends and relevant conversations
- * Develop and execute social media campaigns to promote events, initiatives, and partnerships
- * Analyze social media data and reporting to measure campaign performance and identify areas for improvement
- * Stay up-to-date on the latest social media trends and tools
- * Collaborate with the studio team to develop and promote content across other platforms
- * Create and develop a PR strategy
- * Influencer mapping and seeding

● Social media manager

Kymina Swim | Jan 2020 - Jul 2022

- * Develop and implement a comprehensive social media strategy across (Instagram, Facebook, Tiktok)
- * Create engaging and informative content that resonates with target audience
- * Manage and grow social media following across all platforms
- * Schedule and publish regular social media posts
- * Monitor social media trends and relevant conversations
- * Develop and execute social media campaigns to promote events, initiatives, and partnerships
- * Analyze social media data and reporting to measure campaign performance and identify areas for iFy up-to-date on the latest social media trends and tools
- * Collaborate with the studio team to develop and promote content across other platforms
- * Create and develop a PR strategy
- * Influencer mapping and seeding
- * Facebook & Instagram advertising campaign



● Social Media Manager

Coldpress Juice | Jan 2018 - May 2020

- * Develop and implement a comprehensive social media strategy across Facebook & Instagram
- * Create engaging and informative content that resonates with target audience
- * Manage and grow social media following across all platforms
- * Schedule and publish regular social media posts
- * Monitor social media trends and relevant conversations

- * Develop and execute social media campaigns to promote events, initiatives, and partnerships
- * Analyze social media data and reporting to measure campaign performance and identify areas for improvement
- * Stay up-to-date on the latest social media trends and tools
- * Collaborate with the studio team to develop and promote content across other platforms
- * Create and develop a PR strategy
- * Influencer mapping and seeding
- * Campaign translation



● Social Media Manager

Botanical Lab | Oct 2017 - Apr 2020

- * Develop and implement a comprehensive social media strategy across Facebook & Instagram
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- * Influencer mapping and seeding



● Social media manager

Dweet | Jan 2024 - Now

- * Develop and implement a comprehensive social media strategy across (Instagram, Facebook, LinkedIn)
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- * Manage and grow social media following across all platforms
- * Schedule and publish regular social media posts
- * Monitor social media trends and relevant conversations
- * Develop and execute social media campaigns to promote events, initiatives, and partnerships
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- * Collaborate with the studio team to develop and promote content across other platforms



● Social media manager

Swarovski | Mar 2018 - Oct 2019

- * Develop and implement a comprehensive social media strategy across Facebook
- * Create engaging and informative content that resonates with target audience
- * Manage and grow social media following across all platforms
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- * Monitor social media trends and relevant conversations
- * Develop and execute social media campaigns to promote events, initiatives, and partnerships
- * Analyze social media data and reporting to measure campaign performance and identify areas for improvement
- * Stay up-to-date on the latest social media trends and tools
- * Collaborate with the studio team to develop and promote content across other platforms
- * Create and develop a PR strategy
- * Influencer mapping and seeding
- * Campaign translation



● Social media manager

lucieblanche | May 2019 - Oct 2019

- * Develop and implement a comprehensive social media strategy across (Instagram, Facebook)
- * Create engaging and informative content that resonates with target audience
- * Manage and grow social media following across all platforms
- * Schedule and publish regular social media posts
- * Monitor social media trends and relevant conversations
- * Develop and execute social media campaigns to promote events, initiatives, and partnerships
- * Analyze social media data and reporting to measure campaign performance and identify areas for improvement
- * Stay up-to-date on the latest social media trends and tools
- * Collaborate with the studio team to develop and promote content across other platforms
- * Create and develop a PR strategy
- * Influencer mapping and seeding



● Social media manager

Mattel | Jun 2018 - Jun 2020

- * Develop and implement a comprehensive social media strategy across Facebook
- * Create engaging and informative content that resonates with target audience
- * Manage and grow social media following across all platforms
- * Schedule and publish regular social media posts
- * Monitor social media trends and relevant conversations
- * Develop and execute social media campaigns to promote events, initiatives, and partnerships
- * Analyze social media data and reporting to measure campaign performance and identify areas for improvement
- * Stay up-to-date on the latest social media trends and tools
- * Collaborate with the studio team to develop and promote content across other platforms
- * Create and develop a PR strategy
- * Influencer mapping and seeding
- * Campaign translation



● Social media manager

Toddlekind | Feb 2018 - Apr 2021

- * Develop and implement a comprehensive social media strategy across (Facebook, Instagram)
- * Create engaging and informative content that resonates with target audience
- * Manage and grow social media following across all platforms
- * Schedule and publish regular social media posts
- * Monitor social media trends and relevant conversations
- * Develop and execute social media campaigns to promote events, initiatives, and partnerships
- * Analyze social media data and reporting to measure campaign performance and identify areas for improvement
- * Stay up-to-date on the latest social media trends and tools
- * Collaborate with the studio team to develop and promote content across other platforms
- * Create and develop a PR strategy
- * Influencer mapping and seeding
- * Campaign translation

Education & Training

- 2017 - 2018 ● **social club**
certified digital marketer, social media management
- 2007 - 2008 ● **Lycee Romain rolland**
BAC,