



# Asha Ray

Brand & Content Specialist

London, UK

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## Languages

English (Native)

Spanish (Fluent)

## About

Insight-driven Brand & Content Manager with 5+ years experience developing compelling global brand stories and consumer-centric campaigns. Proven track record translating brand strategies into a vision with marketing activities, executed across global regions. Excellent communicator and project manager dedicated to building inspiring stories that encourage positive change. Passionate about purpose, design and innovation.

### BRANDS WORKED WITH

- Friendship NGO
- Iconoclast
- PANGAIA
- RAYFIRE LTD
- Tank Magazine
- THE BASEMENT
- Tibor Jones & Associates

## Experience



### ● BRAND & CONTENT SPECIALIST

PANGAIA | Nov 2021 - Now

Development and execution of impactful, data-driven global brand and product campaigns deployed across ecommerce, social, email, paid, OOH, retail and wholesale to drive brand mission Creation and development of engaging content across ecommerce, on-product copy and 360 digital marketing collateral across key owned and earned channels Analysis of data and customer insights to develop brand and content strategy Management of agency relationships, partners and defining campaign direction from briefing through to execution Training of all new Brand & Content team members and management of freelance copywriters Co-wrote the PANGAIA Brand Book, writing guidelines and ongoing content strategy development Created and managed top 6 performing e-commerce campaigns driving 533K page views and generating \$1.5M revenue Contributed to growing Instagram community from 20K to 1.1M and total revenue from startup to \$75M



### ● DIGITAL COPYWRITER

PANGAIA | Nov 2020 - Jan 2021

Wrote and designed top performing content pages across all owned and earned channels Conducted interviews with high-profile celebrities such as Takashi Murakami, Jaden Smith, Francisco Costa and more to drive limited edition product collaborations Wrote and produced brand campaign videos, including scripts and storyboards Lead scriptwriter and storyboarder for VR experience and game Lead writer for first ever PANGAIA pop-up (Selfridges' corner shop) and taglines across 360 digital marketing campaigns including OOH billboards, taxis and more



### ● EDITORIAL & DIGITAL CONTENT ADVISOR

Friendship NGO | Oct 2019 - May 2022

Co-wrote FRIENDSHIP Brand Book, assisted on brand video and renewal of logo, website, newsletter and brand image Assisted Global Brand Director, Founder and Digital team on all content and copy across email, editorial, social, press, website and led video production workshops in Bangladesh HQ Photographed and filmed beneficiaries, professionals, children and landscapes for international 'Friends & Heroes' campaign



### ● CONTENT & CREATIVE COORDINATOR

PANGAIA | Oct 2019 - Nov 2020

Leadership and optimisation of all written and visual content across all owned and earned channels Managed, built and scaled the growing content function in a startup team of 7 (now 150+) Managed brand approvals, creative partner relationships, creative production and product samples

- **PA & PROJECT MANAGER**

RAYFIRE LTD | Jun 2019 - Oct 2019

PA to Board Advisor/Global Brand Director on Brand, Creative, Strategy, NGO and Philanthropy working across multiple projects incl. G. H. Bass & Co, DKNY, UCL Managed pre-production, on-location shoot coordination global campaign Led celebrity outreach and relationship cultivation Articulated strategic ideas, creative direction and philanthropy strategies into accessible, engaging copy



- **FILM PRODUCTION ASSISTANT (Internship)**

Iconoclast | Aug 2018 - Sep 2018

Film Production Management Set Design Talent Relationship Management Copywriting



- **PHOTOJOURNALIST**

THE BASEMENT | Dec 2016 - Jan 2017

Wrote and photographed for articles providing recommendations across Peru & Colombia

- **PUBLISHING ASSISTANT (Internship)**

Tibor Jones & Associates | Nov 2015 - Dec 2015

Proofreading Editing Copywriting Author Relationship Management Nov - Dec 2015



- **FASHION ASSISTANT (Internship)**

Tank Magazine | Jun 2012 - Jul 2012

Brand Research Image Research Editing Copywriting Interviews June - July 2012