



Eva Casado Smith

Freelance Social Media & Brand Designer

📍 London, UK

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Languages

English (Fluent)

Spanish (Native)

About

Accomplished fashion professional with strong photography, design, and social media skills. I hold an HND in Fashion Photography, a BA and an MA in Fashion Promotion, awarded by Vogue Italia. I am currently using my skills and expertise as a freelancer in various fashion firms as a Social Media, Design and Digital Creative Content Consultant. I have a passion for photography, video, and graphic design. I love combining these skills with fashion marketing, social media, and design to create high-impact campaigns and promotional materials.

BRANDS WORKED WITH

- Aequem
- Background Studio
- Fabulous Social Management Agency
- Gilda & Pearl
- Inditex
- JANE CARR
- McCann Bespoke London
- PIXEL London
- Seekology
- Sunset Boulevard
- Veristyle

Experience

● Social Media Management & Brand Design

McCann Bespoke London | Oct 2022 - Now

Scheduled and optimised social media posts for increased reach and community engagement.

Adapted social media plans using market research and customer data insights.

Produced daily photo and video content, leading campaigns for SS23 and AW23.

Established partnerships with Instagram influencers, enhancing brand awareness through sponsored content.

Conceptualised and implemented unique brand identity, personality, and stories in line with current trends.

Drove 60% organic growth in social media following and engagement within 6 months.

Boosted online community engagement rates by 229% through regular interactions.

Optimised SEO performance with high-quality content recommendations.

Increased web traffic by 20% through effective call-to-action in social media and emails.

Managed advertisements in Facebook Manager Meta and Instagram, providing detailed reports to the team.

Oversaw design development from concept to completion, creating branding graphics, print designs, and marketing assets.



● Social Media Management & Brand Design

Veristyle | May 2022 - Now

Executed innovative social media marketing campaigns with compelling call-to-action, driving tangible results.

Achieved a remarkable engagement of 25,778 accounts within one month through active involvement in online communities.

Conceptualized and established a unique and trend-setting brand identity, personality, and narratives.

Developed a distinctive graphic style and tone to complement the brand identity for effective communication.

Collaborated closely with the communications team to formulate marketing strategies, significantly enhancing brand awareness.

Created cohesive corporate branding, including logos, flyers, and investment presentations.

Oversaw design development from concept to completion, ensuring consistency across branding graphics, print designs, and marketing assets.

Enhanced audience engagement through the creation of visually impressive and engaging graphics for social media campaigns.

Delivered Veristyle designs, incorporating stakeholder feedback to refine final products.

- **Social Media Creative**

Fabulous Social Management Agency | Oct 2023 - Nov 2023



- **Digital Creative**

Gilda & Pearl | May 2023 - Sep 2023

- Design and delivery of weekly EDMs in accordance with company strategy.
- Responsible for creating and building the Abandoned Emails with A/B testing.
- Updating and creating website banners, landing pages, new products, and promotions.
- Managing the visual direction of the brand for all channels.
- Creating photos and video content for social campaign SS24 and BTS, location, models and production.
- Managing video advert for Harrods



- **Digital Marketing & Communication Assistant**

Gilda & Pearl | Feb 2022 - May 2023

- Lead the development of a comprehensive social media strategy, from content scheduling to weekly reporting, and collaborate closely with the CEO on campaign planning.
- Establish clear KPIs for social media campaigns and email marketing (EDMs) while overseeing content creation, posting, and engagement across all channels.
- Manage the visual branding direction, including photography, graphic design, and photoshoots, as well as research competitors and identify influencer partnerships and press opportunities.
- Responsible of various marketing aspects, including e-commerce, moodboards, locations, models, paid social campaigns, abandoned email campaigns, website updates, and collaboration with external agencies for campaign success.
- Built brand content creation and brand identity for all social media channels

- **PR & Partnerships Coordinator**

Aequem | Jul 2021 - Oct 2021

- Creating and EMD's, and developing annual marketing plans.
- Provide insight and recommendations for email campaigns, communicate them clearly to the larger team, and analyze and report on them.
- Develop go-to-market tools for seasonal campaigns and product launches.
- Maintain the Aequem Website from a design perspective by adding new features, collections, and banners.
- Managing the Affiliate Influencer Program.
- Establish relationships with global macro-influencers.
- Support and coordinate the communication department's social media content.
- Coordinate samples among publications, including local and international shoot locations.



- **Founder of Seekology**

Seekology | May 2019 - Feb 2021

Seekology has been my Final Major Project in my third year of university at Ravensbourne University.

Seekology has been created to help independent sustainable stores related to fashion, food, and skincare to have more visibility. The main asset of Seekology is an app that is not working at the moment. However, Seekology works mostly through Instagram; we post new sustainable stores in London, inspirational messages about the environment, and analysis to give people knowledge about sustainability through graphics and illustrations.

Seekology is a good project where some sustainable stores contacted me to get promoted through Instagram and the app—knowing that, I decided to work with Seekology Instagram and not let this magnificent project down.



● Social Media and Graphic Web Designer

PIXEL London | Apr 2019 - Jun 2019

PIXEL, a London based Communications Agency is a digital platform that identifies the frameworks of society via design. We establish connections between the tastemakers of the creative landscape. Working alongside the Social Media team creating content for social media platforms. Developing Pixel event and collaborations.



● Social Media

JANE CARR | Jan 2019 - Mar 2019

- Assisted and supported the Social Media Editor with the day-to-day channels.
- Maintained the social community with engaging social content and strong community management skills.
- Created graphic advertising banners for website, emailers and social media.
- Outreach to influencers and talent for social takeovers and partnerships.
- Maintaining content calendars and monitoring of all social channels.
- Worked with graphic designers/photographers/creative team to create engaging visual content for all digital channels.
- Preparation of orders, including fraud checks, pick and pack, inventory control, ect.
- Organization for Paris Fashion Week 2019 showroom.



● Sales Assistant

Inditex | Sep 2018 - Oct 2018

- Maintained a clean, organized inventory and curated displays of rotating seasonal clothing and accessories.
- Anticipated customer needs and provided them with high quality service.
- Time management and organization.

● Fashion Photography

Sunset Boulevard | Apr 2016 - Jun 2016

- Assisted in photograph digital images following DSM guidelines.
- Prepared sets and products for photography.
- Edited and post-processed the different shots of the studio.
- Assisted in lighting set up in line with DSM guidelines.
- Responsibility for upkeep of all studio equipment.

● Photography Assistant

Background Studio | Sep 2014 - Sep 2014

- Gained Fashion/Architecture/Advertising photography knowledge.
- Assisted in diverse events for different clients.
- Assisted in lighting set-up.
- Coordinated shoot planning with production teams.

Education & Training

2021 - 2022 ● Istituto Marangoni

Fashion Promotion,

2017 - 2020 ● Ravensbourne University London

Degree,

2016 - 2017 ● University of the Arts London

Fashion Short Courses,

2012 - 2016 ● **CEV. Escuela Superior de Comunicación, Imagen y
Sonido**

HND Media Creation,