



Laitan Audifferen

Content and marketing writer

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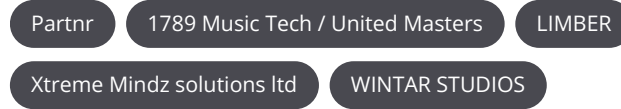
Languages

English (Native)

About

Experienced retail professional with a strong background in customer service, sales, and stock management. Proficient in CRM, upselling, and handling returns in boutiques, department stores, and high street shops. Adaptable to fast-paced environments and passionate about enhancing customer experiences.

BRANDS WORKED WITH



Experience

● Founder / Product Owner

Partnr | Jun 2024 - Now

- Leading a remote team of 3 in developing solutions for infrastructural faults within the creator economy.
- Developed skills in SaaS product ownership, finance projections, business development, and UI/UX software development.

● Recording Artist / Creative Executive

1789 Music Tech / United Masters | Sep 2022 - Now

- Led product development and managed multiple project types from inception to market release.
- Collaborated with key investors and international teams across corporate and creative functions to ensure growth of brand and artist business.
- Developed marketing and business strategies, resulting in records sold across 7 continents and 200,000 worldwide streams.
- Developed skills in investor relations, project management, cashflow analysis, data and market analysis, creative production, International team management / relations.
- Create decks and informative documents to share with the team and production operatives
- Conduct brand viability research using TAM insights
- Overseeing and making executive decisions concerning brand strategy and directive compliance
- Handling investor relations keeping investors up to date on progress of events.



● Freelancer

LIMBER | Jul 2022 - Jan 2023

- Worked in high-paced environments, ensuring quality service and customer satisfaction in various hospitality establishments.
- Adapted quickly to diverse company cultures and developed strong interpersonal skills.

● Marketing Content Writer / Production Executive

Xtreme Mindz solutions ltd | May 2022 - Sep 2022

- Managed three multinational client accounts, overseeing marketing and campaign strategies, content creation, branding, and production execution across multi-channel platforms.
- Organized and managed brand activation and lead generation events, resulting in 200 acquired leads within 36 hours on the first event.
- Conducted research and financial analysis to inform customer-focused business strategies and consulted clients on business development.
- Developed skills in client relations, brand management, marketing and business strategy and multi-team management as the head of production and strategy execution.
- Develop bespoke research documents on client markets to inform marketing consultation strategy shareable with the team or production operatives
- Develop marketing strategies per client objectives and available market

data

- Oversee the implementation of strategies by managing the work of operatives in various teams
- Create decks, PowerPoints and informative documents to share with clients and team mates.
- Develop and Write content for ads, marketing and branding campaigns
- Consult clients on marketing strategies and business development opportunities - handle client relations on the teams behalf.

● **Studio Manager**

WINTAR STUDIOS | Jun 2021 - Sep 2021

- Managed day-to-day operations, scheduling, and a team of 6 staff across multiple business branches.
- Handled client relations, managed social media presence, and project-managed 60-70 artist sessions monthly.
- Developed customer relations, brand development, creative direction and social media marketing, business operations, team and project management.
- Book / Schedule new and returning clients for sessions and manage operations within each session
- Book and oversee hires for studio equipment
- Handle customer relations and customer satisfaction - using feedback to influence further business operations
- Receive payments and handle financial accounts to manage supply costs and revenue

Education & Training

2020 - 2024 ● **University of Kent**

Bachelor of Arts,

2018 - 2020 ● **Clifton College**

Second Class Upper,

2013 - 2018 ● **British International School**

IGCSE: A -B English Literature, English, Mathematics,,