

Mayfield Ngondonga

+4526278242 | mayfieldn97@gmail.com | Mayfieldngondonga.com | Copenhagen

Personal Summary

I am a versatile Film Director and Creative professional with a global perspective, offering expertise in digital marketing, social media strategy, and innovative project management. My career journey spans various creative roles, including in-house, agency, freelance, influencer, and creator positions, which has instilled in me an entrepreneurial spirit and a remarkable adaptability to thrive in diverse creative landscapes. My approach is characterized by three-dimensional thinking, enabling me to forge innovative and resonant connections between brands and their target audiences.

Professional Experience

Blonde Inc: Film Director & Concepting programme Copenhagen | 09/2022 - Present

- Gaining hands-on experience in film directing and production.
- Developing creative concepts and writing treatments
- Collaborated with professionals at Blonde Inc. to enhance practical knowledge.

Hey Honey agency: Freelance Creative Copenhagen | 05//2022 - Present

- Developed and executed comprehensive social media strategies to enhance brand presence and engagement across multiple platforms.
- Conducted in-depth market research and competitor analysis to identify trends, target audiences, and effective content strategies.
- Collaborated with creative teams to develop visually appealing and engaging social media content, including graphics, videos, and interactive elements.
- Developed social media concepts. Including leading campaign creative direction and project management.
- Set and monitor brand KPI's, and define the brand's tone of voice.

OK COOL Creative agency | Content Creative London/ Copenhagen | 09/2021 - 05/2022

- Managed the Taco Bell UK account and created social-first creative concepts for TikTok, Instagram, Facebook & Twitter. Including managing, KPIs, execution, and influencer management and briefing. Resulting in 22.6 million impressions on Instagram and 28.9 million on Facebook in February for Taco Bell UK.
- Developed and implemented a social media brand strategy for Don Papa Rum. Resulting in a 30% increase in followers in May.
- Led the creative direction on client shoots and managed the production team and talent.

Jamil GS Studio | Studio Manger/ Social Media Manager Copenhagen | 01/2021 - 05/2021

- Managed Jamil's social media channels including, caption copywriting creating stories and content planning.
- Created email marketing campaigns & writing weekly newsletters with an audience size of over 200 subscribers.
- Wrote press releases and managed press relations resulting in Jamil's Dope Hip Hop shop debut feature in Highsnobiety and I-D.

GUAP Magazine | Fashion Editor London/ Copenhagen| 03/2020 - 06/2020

- Planned and executed paid digital media campaigns including partnering with Converse. This resulted in more than 9k impressions and significant growth in followers.
- Wrote daily fashion content and developed GUAP's online presence and brand identity. Including working brands such as Zalando, Boiler Room, Nii HAI and more.
- Creative directed all fashion shoots and campaigns, including managing casting talent and managing the team.

Education

The University of Kent | English and American Literature with Creative Writing: 2:1 Canterbury 09/2016 - 07/2019

Marketing Assistant - Kent Union / Media manager for Fashion & Entertainment Society

Farnborough Sixth Form College: A levels

Grades: Psychology (A) Art (B) English literature (C)

Certificates & Interests

- Certificates: Soho House mentorship programme Erasmus traineeship: NCS, voluntary personal and social development.
- Tools and Software: Danish level 2, Photoshop, photography, MailChimp, WordPress, Monday, SoMe.
- Skills: Communication, writing, project management, brand building, storytelling, influencer marketing,