

# Mayfield Ngondonga

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## Personal Summary

I am a creative brand strategist and creative director with international experience in digital marketing, social media strategy and creative project management. As a multifaceted creative, I have worked from all sides of the creative industry, from in-house, agency, freelance, influencer and creator, I believe this has given me an entrepreneurial spirit, and the ability to think outside the box and easily adapt to change. I am a big dreamer and use my three-dimensional thinking to create innovative and impactful connections between brands and their audiences.

## Professional Experience

### Self-employed | Freelance social media brand strategist

Copenhagen | 05//2021 - Present

- Developed and implemented social media brand strategies and content calendars for clients. Including concepting and leading campaign creative direction and project management.
- Set and monitor brand KPI's, and define the brand's tone of voice.  
Dior Beauty: created content across social media platforms as a part of Dior Beauty's influencer campaign.
- KIT Studios: defined the client's brand identity, and created content for the client's social media channels.

### 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, KPI's, execution, and influencer management and briefing. Resulting in 22.6 million impressions on Instagram and 28.9 million on Facebook in the month of 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 the month of May.
- Lead 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.

### COLLAGE media Startup | Fashion Editor intern

Copenhagen | 01/2019 - 01/2020

- For Copenhagen fashion week I created an editorial series interviewing several creatives and helped to organise the official after-party for CPHFW.
- Lead on creative direction and developing the platform's brand identity and spotting relevant up-and-coming talent.

## Education

### 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: Erasmus traineeship: NCS, voluntary personal and social development.
- Tools and Software: Danish level 2, Photoshop, photography, MailChimp, WordPress, Monday, SoMe.
- Interests: Creating influencer content, Writing content, creative directing fashion editorials featured in Magazines