

Mayfield Ngondonga

+4526278242 | mayfieldn97@gmail.com | [Mayfieldngondonga.com](https://mayfieldngondonga.com) | Copenhagen | Remote

Personal Summary

Creative Strategist & Writer with 7+ years of experience leading social-first content and SEO-driven campaigns for global brands across London, Copenhagen, and Amsterdam. I've developed and executed culturally resonant strategies for clients like JBL, Converse, Taco Bell, and Don Papa Rum, working across agencies and in-house teams worldwide. A graduate of Blonde Inc's Forbes-recognised film directing program, I combine creative conceiving with strategic thinking to craft impactful, culture-shifting stories across video, social, and editorial formats.

Professional Experience

Famly: Content Manager (Maternity Cover)

Copenhagen | 03/2024 - 01/2025

- Created high-impact content, including blog articles, guides, and video scripts, leveraging SEMRush and Google Analytics for SEO optimisation, driving 1.8K guide submissions in one month and 8.8K documentary views in three months.
- Developed and executed social media strategies across platforms, enhancing brand visibility, and increasing Instagram reach by 50%, and followers by 43%, while boosting Famly's credibility in the early years's education sector.

Blonde Inc: Film Director & Concepting programme

Copenhagen | 09/2023 - 01/2024

- 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 (Remote) | 05/2022 - 09/2023

- 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.

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

Certificates & skills

- Certificates: Blonde Inc. film director & concepting programme, Soho House mentorship programme, Erasmus traineeship
- Tools and Software: Danish level B2, Portuguese B2, Photoshop, video editing, SEO, WordPress, SoMe.
- Skills: Communication, writing, project management, brand building, storytelling, influencer marketing.