

# ALICE FORTUNA

CREATIVE  
STRATEGIST.

Public Speaker at Fashion Sustain Berlin 2018 |  
Public Speaker at Emobility Days 2019 |  
D&AD New Blood Winner 2019 |

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## ABOUT

From studying Advertising at University, I have developed a career in Brand and Content Strategy, working my way up from Social Media Executive to Creative Strategist. Having worked uniquely within start-up environments, I have developed a very entrepreneurial approach to work, taking ownership of the projects I work on with a pro-active attitude, attention to detail and relentless pursuit excellence. Characteristic that have led the Founder's of the start-ups I have worked with to trust me with being their "Brand Guardian".

## EDUCATION

**2019-2020** **DIGITAL MARKETING INSTITUTE**  
PROFESSIONAL DIGITAL MARKETING

**2015 - 2018** **UNIVERSITY OF THE ARTS LONDON**  
ADVERTISING 1st DEGREE

## SKILLS

**TOOLS:** Photoshop | Illustrator | InDesign | XD | Premiere Pro | Klaviyo | Shopify | Monday | Canva.

**SKILLS:** Project Management | Social Media Management | Campaign Production | CRM Marketing | Design | Video Editing | Art Direction | Digital Marketing Strategy | Content Creation | Copywriting | Pitching | Content Strategy.

## WORK

### THE READY HOUSE

**2021-PRESENT**

**CREATIVE STRATEGIST & BRAND GUARDIAN**

**2020-2021**

**SOCIAL MEDIA EXECUTIVE**

Within The Ready House Agency I am working on the account of a single client, Sheep Inc, as an in-house member of their creative team. In my time at Sheep Inc. I have developed strategies for our paid, organic social and CRM channels as well as working with the team on broader marketing strategies, liaising with the PR and Community teams to coordinate digital activations. With some solid design skills, I am also supporting the team with regular creation of organic and digital marketing content. In the last 6 months my work has been especially focused on developing creative concepts for our campaigns, pitching them and managing the production.

### WRAD FOCUS DESIGN STUDIO

**2018 - 2020**

**JUNIOR COMMS MANAGER**

As member of the team my main responsibility was to develop sustainability-focused strategies for our clients. From analysing product positioning to crafting brand narratives and establishing brand pillars. I developed strategy decks backed by research and data but lead and inspired by exciting creative. I was responsible for ensuring the core essence, culture and personality of the brands we worked with came across strongly in all touchpoints and creative executions.