



Noelia Santana, DipCAM

## CONTACT

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## COMPUTER SKILLS

### Essentials:

MS Office  
Excel  
PowerPoint  
Google Drive

### Design:

Adobe Photoshop  
Canva

### Email:

Mailchimp  
Campaign Monitor

### Others:

Later, Buffer, Hubspot, Moz,  
Wordpress, Hootsuite, Google  
Adwords, Facebook,  
Instagram, Pinterest, Twitter,  
LinkedIn, Youtube.

# NOELIA SANTANA

*Content Creator and Fashion Stylist*

## ABOUT ME

I'm a Fashion Stylist and Content creator with over 8 years of commercial experience in the field.

I became interested in **content creation** and **digital marketing** as a result of starting my own business, Estilistas, in 2015.

I formalised my learning in digital marketing by enrolling in a Digital Marketing course, qualifying with distinction. I've been helping a number of other brands and startups with their content marketing needs along the way.

I **really enjoy writing creative copywriting** that is fun and interesting but that will also drive the right audience to buy the product. I particularly enjoy staying on top of the **trends in social media**. I'm all about strategically making the most of it to further brand awareness and **increase customer engagement** as part of the complete customer experience.

## I CAN HELP WITH:

Copywriting  
Social Media Content Production  
Content marketing, article writing & on-site SEO

Off-site SEO and link-building.  
Influencer Marketing  
Cross-platform analytics

## CAREER HIGHLIGHTS

### DIGITAL MARKETING MANAGER

Smile Travel Learn | (Contract) 2019 - 2020

STL is a personalised travel start-up offering bespoke personalised travel packages for the more discerning traveller.

I worked closely with the founder to develop the service offering and branding of the company.

I **created the website** using Wix, **wrote all the copy** and **devise all online marketing** activities since the official launch in May 2019.

### FREELANCE COPYWRITER AND COLUMNIST

Scan Group | 2019 - present

As a freelance copywriter, I **write advertorial articles** and the 'Style Column' for the travel magazine Discover France and Spain every month. This magazine specialises in Spain and France, so I liaise with the Spanish clients to interview and get the right information and then I create the right copy in English to offer their product in an editorial and creative manner.



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## LANGUAGES

English - fluent  
Spanish - native

## EDUCATION

CAM Professional Diploma in Digital Marketing, Oxford College of Marketing (2017)

Higher National Diploma in Plastic Arts and Design in Clothing Fashion Design, Art School of Gran Canaria, Spain (2006-2009)

Higher National Diploma in Tourism, San Cristobal College (2005-2006)  
Fashion Journalism, University of Arts Central Saint Martins College, London (2010)

Fashion Styling, British College of Professional Styling, London (2011)

## SOCIAL



[facebook.com/noeliasant](https://facebook.com/noeliasant)



[@estilistasuk](https://www.instagram.com/estilistasuk)



[@noelicious86](https://twitter.com/noelicious86)



[noeliasantana](https://www.linkedin.com/company/noeliasantana)

## CO-FOUNDER

[Estilistas](#) | 2015 - present

I oversee and execute on all online marketing, new product and programme strategy. With almost zero budget, we've managed to **organically grow the customer base** and social media following to over 5,000 subscribers. I've devised marketing plans and implemented digital marketing campaigns in line with them across multiple networks.

I built and managed a team to produce **regular content for the blog** as well as writing

content myself, **optimising the site for trending phrases in fashion** (thank you Google

Trends!), and measuring the results using tools like Moz and Google's Webmaster Tools and Analytics. Through these efforts, **the website ranks highly on the first page for a number of key search terms**, enhancing organic traffic and signups and the social media following continues to grow daily.

## SOCIAL MEDIA CONSULTANT

[Pretty Small Shoes](#) | 2018

I assisted with their **social media strategy** and **content management** across multiple platforms during a period of major transition for the business.

Each week I worked on content creation for their blog and social media channels, and

handled customer care via social media as well as in store.

## DIGITAL MARKETING ASSISTANT

[Elvie](#) | 2018

Elvie is an award-winning FemTech startup based in the heart of London. I joined on a short contract to **assist the marketing and customer care teams with social media management and content curation**, influencer relationships, and market research.

I was able to provide critical support at a time of major change and rapid growth in the

organisation and within the marketing team, as they ramped up their plans in preparation for the release of their second flagship innovation, the Elvie Pump.

## PREVIOUS WORK

I have also worked in different projects such as assistant stylist for

*Britain&Ireland Next Top Model*, *XO magazine*, *i-D online*. I have also worked in voluntary basis as a Spanish teacher at Yerbury Primary School and in different customer care jobs at events and as a receptionist.