



Marianne Fernandes

MARKETING & GROWTH



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PROFILE

With over 10 years experience working in startups and agencies, I focused on business growth in tech, luxury, fashion and furniture industries.

SKILLS

Project Management & Comms



Website Products



Design



Social Media & PR



WORK EXPERIENCE

Freelance Marketing Strategist - [Prototype] Gin (Remote) April 2023 - Present

- [\[Prototype\] Gin](#) is a high-end, award-winning London dry gin with a New York twist. I manage all marketing channels and co-ordinate branding and photography.

Freelance Copywriter - Moon Magic (Remote) July 2022 - March 2023

- Copywriter for all marketing campaigns at [Moon Magic](#) and sister company [Skull Bliss](#) across website homepage headers, website, email and social media.

Midweight Copywriter - Mous (London, Hybrid) Sep 2021 - June 2022

- Ecommerce copywriting at [Mous](#) focusing on CRM, CX, Marketplaces (Amazon), Paid Ads, and Organic Social Media. Launched a **crowdfunding campaign that reached over £1m+ by the second day, and overall raised £2.7m.**
- Supported the external PR agency and wrote a **[press release that was published in the Daily Mail](#)** resulting in over £65k+ of revenue and syndicated articles.

Co-founder - Caribbean Collective (Caribbean/Remote) Jan 2020-Aug 2021

- [Regal Organic Therapy](#) - I strategized, wrote, and designed their social media presence, **analysing data to optimise scheduling times**
- [Wholistic Synergy](#) - I project managed the website launch, conceiving **2 advertising campaigns using Meta Ads Manager with average CPC of \$0.16.**
- [University College Hospital London](#) - Lead the CAP-COVID research project. I **achieved the target of 5,000 survey participants on time and within budget.**

Marketing Consultant - Hedoine (London, UK) July 2019-Jan 2020

- Supported [Hedoine's](#) website management and social media. **Challenged with 300+ customer order delays, I implemented customer UX and comms strategy.**

Marketing Consultant - The Beach House (Caribbean) October 2018-June 2019

- Planned photo shoots, promotions and managed the social media accounts for high-end [restaurant](#), **increasing engagement rates on some posts by 136%.**

Account Supervisor - G&A Communications (Barbados) May 2017-October 2018

- As a client liaison in a very busy media agency, I played a vital role focusing on project pitching and tracking, internal and external comms.
- Brought on new business clients **introducing revenue in excess of \$3,000 USD per month** including additional revenue for ad hoc project management.

Head of ATL Marketing - Swoon Editions (London, UK) Oct 2012 - Apr 2017

- I saw [Swoon Editions](#) grow to **70 employees with ~£60 million annual turnover.** I oversaw CRM, and website. Strategized marketing within a specified budget across all offline channels, **achieving revenue of ~£12 million in FY 2016-2017.**

EDUCATION

Goldsmiths College, University of London — **BA Hons, Anth & Soc (2:1)** (2011)

Queen's College, London — **3 A Levels in German, English and Biology** (2007)