

MARIANNE FERNANDES

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Strategic marketing and communications expert with 10+ years of experience accelerating business growth.

EDUCATION

Columbia Publishing Course, New York, NY

June-July 2025

- Six-week intensive course on all aspects of book, magazine, and digital media publishing

Goldsmiths, University of London, London, UK

September 2008-June 2011

- Bachelor of arts with honors in anthropology and sociology

EXPERIENCE

Prototype Gin, London, UK

April 2023-Present

Founder

- Built a website and marketing funnel to grow a dedicated audience while maintaining brand consistency
- Successfully exported [Prototype] Gin to Barbados, selling to major supermarket chains and restaurants
- Attained my WSET Spirits Level 1 Certificate

Mous, London, UK

September 2021-June 2022

Midweight Copywriter

- Delivered all copy for customer experience, marketplaces (Amazon), paid ads, and organic social media.
- Launched a crowdfunding campaign that raised over £2.7 million
- Supervised an external PR agency and wrote a press release that was published in *The Daily Mail* resulting in over £65,000 of revenue and multiple syndicated articles

Caribbean Collective, Barbados, Caribbean

January 2020-August 2021

Co-founder

- Co-founder of marketing agency based in Barbados with clients locally and in the UK
- Major achievements included coordinating Regal Organic Therapy's first website and leading University College London Hospital's CAP-COVID research project during the pandemic, achieving the target of 5,000 survey participants on time and within budget

Hedoïne, London, UK

July 2019-January 2020

Marketing Consultant

- Supported marketing team by writing and proofreading all email and social media content
- Implemented fast-paced customer experience communications strategy for 300+ customer order delays

Swoon Editions, London, UK

October 2012-April 2017

Head of Offline Media Marketing

- Coordinated all print marketing with £1 million annual budget across all offline channels
- Managed ads and advertorials with Condé Nast, Time Inc., Hearst, and *The Telegraph*

SKILLS & EXPERIENCE

- Microsoft Office; Google Suite; Klaviyo; Meta Ads Manager; Wix; SquareSpace; Shopify; Canva
- Acting Secretary, Board of Directors, 59 East 75th Street Co-op **January 2025 - present**