



ISABELLA BRANIDIS

Marketing and community manager

Profile

Dynamic Marketing Manager with over 8 years of experience across marketing, business operations and product development, community management, communications, project management, and content creation. Proven track record of boosting brand visibility and driving engagement through innovative marketing strategies.

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London - Valid work Visa until April 2025 (seeking contract work)

Work Experience

2021

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2024

Cavalry / &FRIENDS

Marketing Manager

- Attend and head up client meetings by presenting and demonstrating our platform's capabilities to large agencies and corporations.
- Implementing and managing digital marketing strategies across all platforms.
- Manage website design
- Managing and growing a community of freelancers.

2021

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2021

AKQA

Media Coordinator

- Coordinated media planning and buying for major retail clients for out of home media
- Managed media assets , comms and budgets
- Created post campaign analysis' repots for insights on future planning

2017

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2020

Yellow Pages/Sensis

Ad Operations Specialist

- Working with the wider development team.
- Manage website design, content, and SEO Marketing, Branding and Logo Design

Education

Bachelor of Communications - Majoring in Advertising
Swinburne University
2012-2016

Expertise

Digital Marketing
Community Management
Content Marketing
Project Management
Account Managing
Operations

Achievements

Student Achievement Grant
Swinburne University 2015

References Available on request

Skills

Email marketing - Active campaign, Hubspot, Mail chimp
Social Media Management
Content Creation
SEO and SEM
Data Analysis and Reporting
Project Management - Asana, Monday.com
Adobe Creative Suite
E-commerce Platforms (WordPress, Shopify)