Naoise Fitzgerald

naoise.fitzgerald@gmail.com

VIEW PORTFOLIO

tomboybarbi.com

PROFILE

Pink obsessed creative with a degree in design and a diploma in digital marketing. I've been fortunate enough to work on campaigns for brands like Snap, Reddit, Itsu and ITV.

I'm curious about how evolving technologies shape the way we communicate and share ideas particularly across social. My thinking draws on Marshall McLuhan's *"The medium is the message"* and Malcolm Gladwell's principles on virality.

SKILLS

Art Direction • Copywriting
Campaign Development • Video Editing
Creative Strategy • AI • Lovable
Content Production • Social & Digital
Creative Research • Adobe Creative Suite

EDUCATION

Creative Mastery Course, The School of Communication Arts (SCA)
SEPT 2025 – JUL 2026

Diploma in Digital Marketing, Digital Marketing Institute
2021

B Des Honours in Jewellery & Design
2012 – 2015

HOBBIES & INTERESTS

Pink • Cats • People • Music • Art
Film • Tech • Comedy • Ideas • Memes

EXPERIENCE

CREATIVE PLACEMENT
BLOCK REPORT AGENCY | AUG – OCT 2026

- Art direction, copy and PR for clients such as Itsu, Helsinki Partners and ITV.
- Developed a campaign idea that helped expand a city-focused brief into a regional campaign, increasing the budget from £15k to £70k.
- Insight and cultural trend research.
- Video and image generation via Google Flow, Higgsfield, Chatgpt, Claude.

FREELANCE SOCIAL CREATIVE
JAN 2023 – JUL 2026

- Developed creative concepts, visual content and motion design for FMCG and music brands, including Slurpz and Ohr Labs.
- Developed social strategy, content creation, copywriting, and publishing for agencies such as venturethree and Goldbrick Studio.
- Produced and managed The Variety Show Podcast, covering social strategy, copywriting and stakeholder collaboration.

SOCIAL & COMMUNITY MANAGER
ROLI | JUN 2023 – JAN 2024 (FTC)

- Managed social media for LUMI and ROLI, increasing engagement by 200% by developing an explainer reel content pillar for both brands.
- Developed launch strategies for new product development and software drops. Supported community management across LUMI and ROLI channels.
- Collaborated with OK COOL on social and video concepts.
- Sourced influencers for ROLI and LUMI, collaborated on influencer briefs and supported social video editing.

DIGITAL CONTENT COORDINATOR
CONNECTION CREW | OCT 2022 – JUN 2023 (FTC)

- Developed social content using Frame.io; produced TikTok and video content supporting new business growth.
- Collaborated with TBWA on digital out-of-home recruitment campaigns across London.
- Created motion graphics and managed channels across WordPress, Trello and Hootsuite.

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EXPERIENCE / CONTINUED

CREATIVE PROJECTS EXECUTIVE

BLUESTRIPE AGENCY | DEC 2021 – OCT 2022

- Project managed podcasts and live events for Snap, Reddit, Waze and Microsoft.
- Delivered Reddit's Cannes Lions event, 'A Woman's Place Is In The Room,' and developed B2B content strategy for podcast and branded-content projects.
- Managed projects from briefing to delivery, including budgets and stakeholder presentations.

MARKETING EXECUTIVE & PA TO PRINCIPAL

BIMM INSTITUTE | MAR 2020 – DEC 2021

- Coordinated digital marketing and CRM at the BIMM Dublin campus.
- Produced applicant-focused events, webinars and industry talks, including a careers seminar with Grammy-nominated band Fontaines D.C.
- Created content using Adobe Creative Suite, Canva, Sprout Social and Mailchimp; interviewed artists and wrote copy for BIMM Life magazine.

PRODUCT & E-COMMERCE MANAGER

WORLD COIN CUFFLINKS | 2013 – 2019

- Oversaw sales across Amazon, Etsy and the brand website.
- Achieved 150% annual sales growth through Amazon FBA and SEO optimisation.
- Managed CRM and CMS systems and studio operations.
- Developed social media strategy and fulfilled VIP and corporate orders.
- Created bespoke cufflinks for Barack Obama, gifted to Michelle Obama during her visit to Dublin in 2013.