naoise.fitzgerald@gmail.com

VIEW PORTFOLIO

tomboybarbi.com

## PROFILE

Pink obsessed creative with a degree in design and a diploma in digital marketing. I'm also a recent graduate of the School of Communication Arts (SCA). I've been fortunate enough to work on campaigns for brands like Snap, Reddit, Itsu and ITV.

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

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

Freelance Creative | JAN 2024 – PRESENT

- Art direction, copywriting, and earned media ideas for FMCG brands, music brands, and agricultural initiatives.
- Created social-first concepts, video edits and copy for kids’ drinks brand Slurpz and music brand Ohr Labs.
- Provided social creative support for agencies including venturethree and Goldbrick Studio.
- Co-produced The Variety Show Podcast and managed its social media and copywriting.

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 secured client buy-in and expanded a city-focused brief into a regional campaign planned for 2027, successfully scaling the budget to 3x its original scope.
- Insight and cultural trend research.
- Video and image generation via Google Flow, Higgsfield, ChatGPT and Claude.

Social & Community Manager ROLI | JUN 2023 – JAN 2024 (FTC)

- Managed communities across ROLI and LUMI social channels, increasing engagement by 200% through explainer Reels.
- Social copywriting and video editing for YouTube, including the ROLI Meets mini-documentary series featuring Sam Gutman, keyboardist for Lauryn Hill.
- Collaborated with OK COOL on content strategy and creative development; provided music supervision across video projects.

Digital Content Coordinator
CONNECTION CREW | OCT 2022 – JUN 2023 (FTC)

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

## 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.