

# Amanda Odina

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I'm a social media obsessed creative with a heart for pop-culture and an eye for trends. My years of experience in digital marketing, office administration and management ensure that I have a varied and strong skillset that is favourable in any environment. Regardless of the field, I prove myself to be a driven, hard worker. I can't see an ad without analysing it and continue to keep my finger on the pulse of marketing even as I've stepped away from a full-time role. My freelance endeavours have allowed me to diversify and better explore the field. I'm vying for positions that will allow me to collaborate and grow.

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## SKILLS

DESIGN Adobe Creative Suite, Canva, WordPress, Klaviyo, MailChimp, Shopify  
ADMIN Microsoft Office, First Aid, Safety & Crisis Management, Fire Marshal  
SOCIAL MEDIA Google Analytics, Meta Business Suite, TikTok, Instagram  
PERSONAL Organisation, Initiative, Leadership, Aptitude, Diligence, Teamwork

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## RECENT EXPERIENCE

*Complete experience available on [LinkedIn](#).*

FREELANCE DIGITAL MARKETING CONSULTANT & CONTENT CREATOR  
Nina Mandair | 2023 -

Advise and lead marketing solutions for email newsletters and social. Plan, film, edit and post content for Instagram. Design landing web pages for events.

DEPARTMENT MANAGER, SALES ADVISOR, COPYWRITER  
& Other Stories | 2022-2023

Administrative tasks and back-of-house responsibilities including ordering stationary, safe maintenance, analysing and actioning KPIs, planning staff schedules, recruiting and more. Oversee store operations, excellent customer service skills and team leading.

JUNIOR SOCIAL & CONTENT ASSOCIATE  
Astrid & Miyu | 2022

Plan, film, edit and post content for social media and analyse the performance data. Co-ordinate with influencers and assist on shoot location.

DIGITAL MARKETING ASSOCIATE  
NA-KD | 2020-2021

Work across social, creative and marketing departments to create, plan and analyse assets. Collaborate on briefs for campaigns and influencer collaborations. Resilience, efficiency and organisation skills, crucial in this fast-paced environment.

*References can be provided upon request.*

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## EDUCATION

NEW MEDIA DESIGN, BACHELOR'S DEGREE  
Jönköping University | 2017-2020

Focus on graphic design, digital marketing and web development. Supplementary courses in business and entrepreneurship.

INTERNET JOURNALISM, DISTANCE COURSE  
London School of Journalism | 2021

FASHION JOURNALISM, SHORT COURSE  
Condé Nast College of Fashion & Design | 2022