

ROSIE KHDIR

DETAILS

ADDRESS

London
United Kingdom

PHONE

07817913706

EMAIL

rosiekhdir@gmail.com

LINKS

[Website](#)

[LinkedIn](#)

[Twitter](#)

[Medium](#)

SKILLS

Strategic Thinking

Communication

Crisis Management

Data Analysis

Business Development

Copywriting

Creativity

Trend Analysis

Branding

Community Management

Client Servicing

Leadership

Team Management

Project Management

Effective Time
Management

Problem Solving

Adaptability

PROFILE

With a solid track record in social media marketing strategy, I support clients in overcoming challenges with a proficiency in data analysis, crisis management, and impactful content strategies. I integrate innovation and strategic leadership for a meaningful impact.

EMPLOYMENT HISTORY

Social Media Specialist, Freelance

London

Jan 2024

After over a decade working for some of the world's largest brands, I am now venturing into consulting. My expertise in content and channel strategy, coupled with proficiency in data analysis, crisis and community management, positions me to proactively steer brands toward success. I'm dedicated to infusing brands with innovative approaches, fostering authentic connections, and strategically navigating the dynamic digital landscape to drive sustained growth and engagement.

Director, Strategic Services, Khoros

London

Jul 2022 — Jan 2024

Senior Strategist at Khoros, January 2021 — July 2022

Strategist at Khoros, June 2018 — December 2020

Leading the Strategic Services team in providing clients with data-driven strategies to unlock the most value possible from their social media channels and audiences.

Key Accomplishments:

- Created social media content strategies (content, community management, and crisis management) for enterprise brands including Meta, Vrbo, Boeing, Asda and Post Office.
- Developed the launch of Post Office on TikTok as well as an ongoing channel plan which led to buy-in from the broader business and additional budget for content creation.
- Developed measurement frameworks for clients, helping to form KPIs and to understand the ROI of their marketing investments on social.
- Established crisis management process for Meta brand Facebook pages which enabled them to act swiftly in response to reputational threats.
- Led and won new business pitches with clients including Post Office, the Olympics Committee, and Asda (with a combined value over £2.5 million).

Content & Social Media Manager, Monica Vinader

London

Aug 2015 — Jun 2018

Developed and refined Monica Vinader's worldwide social and digital content strategy and advocated for social media as a primary priority for the company, emphasising its advantages in engaging audiences to senior executives and investors. Managed the development of influencer partnerships, email campaigns, web and print materials, as well as social media content.

Key Accomplishments:

HOBBIES

I have recently discovered my love for hiking and have completed the three peaks of the UK! When I'm not cooking a big Middle Eastern dinner for friends, I calm my mind with yoga or feed it with a history book.

- Grew the social media following across channels by 65% which enabled me to successfully secure an increase in company investment in social media and influencer initiatives to the tune of £100,000.
- Launched a commercial influencer strategy which resulted in one execution netting over £75,000 within 48 hours in online sales.
- Established the creative concept for the New York store launch as well as supporting marketing efforts for web, social, and influencer programs.
- Launched a successful web content series that drove high website engagement as well as efficiencies in terms of content creation.

Social Media Coordinator, Burberry

London

Jun 2014 — Aug 2015

Managed global content across all social channels. Responsibilities included content planning, collaborating with copywriters and art directors on the brand narrative and visuals, and coordinating the localisation of campaigns.

Key Accomplishments:

- Coordinated content for the worldwide launch of the new fragrance 'My Burberry', the roll out of the 2014 festive campaign, and two new season campaign launches.
- Managed the strategic plan for live publishing at high-profile events e.g. London Fashion Week and The Evening Standard Awards.
- Managed the onboarding of the new team members and championed the use of a social media management tool that drove efficiencies in planning, senior stakeholder visibility, and publishing management.

Account Manager, Edelman

London

Apr 2012 — Jun 2014

Owned client management across global Unilever clients Dove and TONI & GUY Hair Meet Wardrobe, coordinating over 100 local markets across multiple social platforms. Led on content planning and copywriting, inter-agency relations, as well as community and crisis management.

Key Accomplishments:

- Managed the localisation and global roll-out of the award-winning Dove Real Beauty Sketches and Dove Ad Makeover campaigns.
- Became the core inter-agency lead for the Dove client who entrusted me with the governance of the brand.
- Own global content planning and UK content strategy and execution for TONI & GUY Hair Meet Wardrobe.
- Planned and executed live social publishing at London Fashion Week for TONI & GUY Hair Meet Wardrobe over three fashion seasons.
- Rolled out a robust reporting plan across both projects to ensure clients understood the impact of their investments.

Freelance Social Media Manager, Mulo Shoes

London

Feb 2019 — Feb 2020

Led an in-depth social media audit, deciphering the brand's most impactful content types and messaging preferences among diverse audiences. Off the back of this research I created a social media content strategy and brand voice guidelines. I also established an influencer strategy to maximise brand visibility and engagement across social and digital channels.

Freelance Copywriter, Esse Vie

London

Feb 2018 — Jul 2020

Spearheaded the creation of captivating content for esteemed fashion label Esse Vie, showcasing a diverse range from product descriptions to crafting compelling

narratives for new season lookbooks and orchestrating impactful messaging for PR assets, including press releases and prestigious award nominations.

EDUCATION

MSc War & Humanitarianism, Birkbeck University

London

Oct 2019 — Nov 2021

Graduated with Upper Second Class Honours (2.1)

BA Journalism & History, Queen Mary University

London

Sep 2006 — Jul 2009

Graduated with Upper Second Class Honours (2.1).

REFERENCES

References available upon request