



# Bianca Cross

Social Media & Content Marketing Specialist

📍 London, UK

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## Links

[LinkedIn](#)

## Languages

English

## About

ABOUT Kia ora! I'm Bianca, an experienced and driven Content Marketing Specialist with 4+ years experience in social-first creative roles. I have just finished up as Social Media Manager at The Spinoff – a large independent media organisation in New Zealand, and made the big move to London. I am on the hunt for my next challenge in the social media space.

### BRANDS WORKED WITH

PureSEO

The Spinoff

## Experience



### ● Social Media Manager

The Spinoff | May 2021 - May 2023

Developed and executed comprehensive social media strategies for The Spinoff & associated media brands (Shit You Should Care About, Hexwork Productions, Daylight, The Spinoff Podcast Network) Took ownership of all content creation (graphic design and video editing) involving digesting full-length editorial content into social-first content for The Spinoff IG (@thespinofftv) & TT (@thespinoffnz). Carried out regular testing and optimizing based on analytical reporting and regular competitor analysis. Managed daily operations of Instagram and TikTok. Provided support for Facebook and LinkedIn. Worked closely with journalists, editors, and designers to ensure seamless integration of editorial content and social strategy, adapting to the ever-changing news cycle and major events. Played a proactive role during the pandemic in New Zealand, following breaking news protocol and responding to emerging trends and challenges in the social media landscape.



### ● Social Media Strategist

PureSEO | Nov 2019 - May 2021

Developed and executed paid & organic social media campaigns across multiple platforms (Facebook, Instagram, LinkedIn, Twitter) for a diverse client base of 20+ clients. Key clients included: Motor Co, Datacom, Ceres Organics, Broly Sheets. Conducted ongoing optimization and maintenance of paid social strategies, leveraging monthly analytical insights and adapting to changes in the dynamic social media landscape. Generated compelling visual content and creative campaign ideas, while providing copywriting expertise for all paid social media materials. Collaborated closely with account managers and clients, ensuring effective communication and alignment with project goals. Took on additional responsibilities such as graphic design work, internal website redesign, and the development of brand identities for clients.



### ● Copy Writer

PureSEO | Nov 2018 - Nov 2019

Produced engaging and brand-focused online content for a variety of clients, ranging from SMEs to nationwide brands. Utilized keyword research and trend analysis to inform content strategy and deliver impactful results. Maintained consistent communication within the team to distribute workload effectively and meet deadlines. Published content to WordPress and Shopify sites, ensuring quality and timely delivery. Demonstrated adaptability and versatility in handling a high volume of copywriting assignments while maintaining a strong focus on creativity and client satisfaction.

## Education & Training

2016 - 2018

### ● AUT School of Art and Design

Bachelor of Arts in Communication,

