



# Anna Sanders

Social Media Manager

📍 Clapton, London, UK

[Portfolio link](#)

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## Links

 [LinkedIn](#)

## Languages

English (Fluent)

## About

Content manager with experience in social media and influencer outreach, writing and editing, and production for shoots and events.

### BRANDS WORKED WITH

Jil Sander

Loquet London

MATCHESFASHION

Monsoon Accessorize

PYLOT Magazine

The Birley Clubs

Warehouse Fashions

## Experience

### ● Social Media Manager

Loquet London | May 2021 - Sep 2023

Day-to-day management of Instagram, Facebook, and Pinterest | Write and edit copy for social channels, and assist with copywriting for emails and web when required | Produce analytical reports for weekly and yearly performance, as well as ad hoc reports for seasonal campaigns and competitions | Point of contact for all influencer head-hunting and activity, including celebrity outreach and gifting.



### ● Social Media Manager

The Birley Clubs | Dec 2020 - Mar 2021

Day-to-day management of the Instagram channels for Annabel's, Mark's Club, Harry's Bar, George and The Caring Family Foundation | Wrote and edited copy, produced content, and designed Stories for all channels | Worked on a strategy to create engaging and on brand content whilst building genuine following and increasing engagement rate | Produced Community management documents in order to improve customer service and establish a positive online presence | Produced Best Practice documents to ensure a strategy for high quality content.



### ● Womenswear Social Media Editor

MATCHESFASHION | Jun 2020 - Sep 2020

Day-to-day management of the social media channels with consideration for key business messages, client relationships and post engagement | Wrote copy for all channels ensuring relevant tone and text length, and edited copy written by the Social Media Assistant | Briefed in social creative content to the Design team | Worked with the Strategic Partnerships team to liaise with talent for takeovers and to provide content for our channels | Managed the social media plans for our key product launches, affiliate projects, influencer campaigns and brand promotions, creating bespoke strategies and social media plans | Presented weekly reports in cross-departmental meetings and reacted to reporting from other teams, updating the social media content calendars accordingly.



### ● Online Editor

Jil Sander | May 2018 - Feb 2019

Proofread content as an English editor for JIL SANDER NEU to ensure correct grammar and punctuation and consistency in tone of voice prior to and during their online launch.

### ● Social Media Executive

Monsoon Accessorize | Oct 2016 - Aug 2019

Day-to-day management of the social media channels, ensuring consistent aesthetic and story-telling whilst communicating brand messages and considering business strategy | Began daily listening and community management alongside the Customer Services team in order to report back on consumer comments and complaints regarding relevant issues to ensure customers are responded to timely and appropriately and the business can take action where appropriate | Produced analytical reports for weekly performance set against KPI's, consistently seeing

growth week-on-week, and produced ad hoc reports for seasonal campaigns and competitions comparative to previous results | Developed social strategy in-line with PR, CRM and Marketing strategies | Built social campaigns from the ground up with consideration for the consumer, brand messaging and current trends | Managed the social media budget | Launched Fashion Revolution, working with our Ethical Trade manager to open communication with our home-workers in rural India to create content for #WhoMadeYourClothes and for Monsoon ARTISAN | Point of contact for all influencer head-hunting and activity, including retainer programmes, social campaigns and gifting | Produced, styled and art directed photoshoots for web and social usage, with content consistently included in weekly reports for being the most engaged with posts.

● **Social Media Coordinator**

Warehouse Fashions | Nov 2015 - Aug 2016



● **Deputy Features Editor and Social Media Manager**

PYLOT Magazine | Aug 2015 - Jul 2017



● **Deputy Features Editor**

PYLOT Magazine | Jul 2015 - Aug 2015

## Education & Training

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2019 - 2019

● **Peaceful Warriors**

Yin Yoga TT,

2006 - 2009

● **Edinburgh College of Art**

BA (Hons), Visual Communications (Photography)