



# Sarah Duane

Creative, focused, proactive

📍 Paris, France

✅ Sarah is **Available to work**

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

## Links

[Website](#) [Blog](#) [Twitter](#)

[LinkedIn](#) [Instagram](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Part-time work

Employment: Freelance Assignments,  
Hourly Consulting, Permanent Positions

## Skills

Digital Marketing (Advanced)

B2C Marketing (Advanced)

B2B Marketing (Advanced)

Campaign Management (Advanced)

Marketing Budget Management (Ad...)

Strategic Marketing (Advanced)

Digital Media (Advanced)

B2B Marketing Strategy (Advanced)

Affiliate Marketing (Intermediate)

Marketing Communications Planning (Ad...)

eCRM (Beginner)

Account Planning (Advanced)

B2C (Advanced)

## About

After training as a digital marketer, I've set up myself as a freelance social media manager.

I have been working with different lifestyle brands from beauty to fashion. I specialise in working with sustainable brands as I believe that the outcomes are more successful if you're passionate about the products you are marketing.

### BRANDS WORKED WITH

Adriatika Swimwear

Botanical Lab

Coldpress Juice

Kymina Swim

## Experience



### ● Account Manager

Adriatika Swimwear | Sep 2021 - Aug 2022

Social media strategy  
Instagram and Facebook management  
Influencers strategy  
PR outreach  
Pop up organisation & management  
Facebook & Instagram ads

### ● Digital Marketing Manager

Kymina Swim | Jan 2020 - Jul 2021

- Facebook and Instagram strategy
- Content creation
- Daily management of the platforms
- Influencer marketing
- Facebook and Instagram advertising
- Community management
- Stakeholder
- Monthly analytics reporting
- Competitor analysis
- Trend analysis
- Hashtag analysis
- PR
- Business development
- E commerce
- Data Analysis



### ● Social Media Manager

Coldpress Juice | Jan 2018 - May 2020

Social media strategy  
Instagram & Facebook management  
Monthly plan  
Influencers strategy & outreach



### ● Social Media Manager

Botanical Lab | Oct 2017 - Apr 2020

- Facebook and Instagram strategy
- Content creation
- Daily management of the platforms
- Influencer marketing
- Facebook and Instagram advertising
- Community management
- Stakeholder
- Monthly analytics reporting
- Competitor analysis
- Trend analysis
- Hashtag analysis

Customer Engagement (Advanced)

Customer Loyalty (Advanced)

Multi-channel Marketing (Advanced)

Digital Strategy (Advanced)

Field Marketing (Intermediate)

Performance Marketing (Intermediate)

Online Lead Generation (Advanced)

Integrated Marketing Communications...

Online Advertising (Intermediate)

Influencer Marketing (Advanced)

Pop-ups (Advanced)

## Languages

English (Fluent)

French (Fluent)

## Education & Training

2017 - 2018

● **social club**

certified digital marketer, social media management