

SAVANNAH



LIU STORYTELLER, STRATEGIST,
ANYTHING-YOU-WANT-HER
-TO-BE-IST
(kinda)

CONTACTS

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EDUCATION

**University of The Arts,
London**
BA Fashion Journalism
First Class Honors

SKILLZ

Facebook Advertising
Marketing Strategy
Website Copy
Newsletter Strategy & Copy
Email Sequences
Sales Page Copy
Getting Sh*t Done

WORK EXPERIENCE

Power Surge Marketing (Apr. 2018-Present)

Account Manager, Media Buyer, Copywriter

- Writing & editing ads, landing page copy, website copy, email sequences, proposals
- Hosting client meetings, onboarding, and strategy calls
- Identify new areas of growth for clients
- Data analysis of ads and funnels including maintainance of digital campaigns

Archipelago Communications (Oct. 2017 - Apr. 2018)

Associate Editor & Copywriter

- Maintain, establish, and develop strong business relationships
- Managing team of creatives
- Industry research & analysis
- Writing and editing copy for luxury travel & tourism sectors

BoysbyGirls Magazine (Mar. 2016-Oct. 2016)

Sub-Editor & Copywriter

- Interviewing industry experts
- Managing social media & strategy
- Assisting on photoshoots
- Writing & editing copy for both online and print