

ALI LITTLE

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EXPERIENCE

PR, Content and Social Media Manager

Sept 2020 - Present

DesignME Hair | Montreal, Quebec, Canada

At DesignME Hair, my role covers a broad range of tasks between PR, Content and Social Media Management. Some of my main priorities include managing influencer campaigns, PR seeding, content creation/ editing, and social media strategy for all of our accounts (Instagram, LinkedIn, Facebook, Pinterest).

Social Media Consultant

Jan 2020 - Sept 2020

NuGo Nutrition | London, United Kingdom

NuGo Nutrition is a brand that was born in North America that is now working to grow its clientele base in the United Kingdom. I was brought on board to manage the social media strategy (Instagram and Facebook), Facebook Ads, and advertisement budget.

Social Media Manager

Oct 2019 - Sept 2020

Get Licensed | London, United Kingdom

Get Licensed was a company that had two sides to the business, meaning that I was responsible for two Instagram accounts, two Facebook accounts, two YouTube channels, and so on. I created and executed strategy, wrote copy for blogs and social posts, created and edited content, as well as conducted our weekly marketing meetings.

Customer Relations

May 2019 - Oct 2019

Chi Chi London | London, United Kingdom

Operating in Customer Relations, I worked on the backend of our eCommerce platform (Magento) to ensure the correct details of our client's orders, connected with our couriers (Royal Mail, FedEx, UPS) as well as approved and processed quality control.

Social Media Manager

Nov 2017 - Apr 2019

Score on Davie | Vancouver, Canada

Working as a full-time Service Manager for Score on Davie, I slowly started to transition into assisting with our marketing efforts. Starting with creating and editing photographs for the website and Instagram, I was promoted to organizing and executing our social media strategy.

EDUCATION

University of the Arts London | Digital Marketing Strategy

2020

Some of the most prominent topics that we covered included but were not limited to:

- Customer profiles
- Target demographics
- Keyword SEO
- Google and Facebook ads
- The differences in content

Blanche Macdonald Centre | Global Artistry

2018 - 2019

Some of the most prominent topics that we covered included but were not limited to:

- Fashion trends
- Adobe Photoshop and Lightroom
- Social media presence
- Retail experience
- SFX

SKILLS

Adobe Photoshop | Content Management | Copywriting | SEO | Facebook Ads | Photography | Artistic Direction