

zoe stromberg

social media | content | creative

about

Zoe is an experienced social media content creative with a charity and public sector background, as well as an activist social platform founder at @cutecatcalls.

From campaigning with UN Women, sexual harassment awareness on the railway, or crafting content informed by people with a terminal illness; her creative approach across disciplines and channels has always been rooted in storytelling, social issues and serving a purpose.

Her strong narrative focus approach to content has led her to work for leading purpose led brands and campaigns such as Bodyform UK, Vagina Museum, NotYourPorn and Plan International (Amsterdam).

portfolio & contact

- 🖱 zoestromberg.com
- 📷 @cutecatcalls
- ✉ zoe-alice@hotmail.co.uk
- ☎ 07903308525
- 📍 19 Clarkson Crescent, Walthamstow, E173GY

clients

Bodyform UK

UN Women UK

The Vagina Museum

Rosey Project (Rape Crisis)

Not Your Porn

coverage

Mail Online | Femal

Gurls Talk

Grazia

iWeigh

The Tab

Her Campus

BBC Radio Scotland

curriculum

Goldsmiths University

BA Design (1st Class Hons)

UCA Canterbury

Art and Design Diploma (Merit)

Awarded as a member of the **Thred 100 by Thred Media-** a list of Gen Z's top 100 activists, entrepreneurs, musicians and designers that are influencing youth culture and driving social change.

experience

Marie Curie

Social Content Manager (current)

Social Media Creative

Digital Designer

Designer

British Transport Police

Creative Content Officer

Unity PR

Creative

Doteveryone

Junior Creative

The Tom Sawyer Effect

Junior Creative

skills

Illustrator

Photoshop

After Effects

Premiere Pro

Spark AR

Canva

Hootsuite

Sprout Social

Social planning & strategy

Art direction

Content creation & production

Organic & paid

Trend whizz

Workshop facilitator

Campaign ideation

Pitch deck creation & pitching

Photography

Illustration

Videography

marie curie uk

2022 – present

- Lead for creative strategy and execution of all content across channels, from ideation to content production.
- Creation and growth of video content across channels (Marie Curie Myths).
- BAU content planning, social listening, trend awareness and reactive posting.
- Campaign and creative lead for Morrisons staff vote (won a £10 million partnership for 3 years), lead on creative and execution of the partnership launch and ongoing partnership content.
- Lead on the brand's refresh across social, which saw a significant rise in brand recognition across channels. Navigated tight brand guidelines to ensure compliance but also peak performance in a brand adverse digital world.
- Created social tone and brand guidance with channel specific goals and purposes.
- Partnership working (Superdrug, SPAR, National Garden Scheme) and key social creative lead with external agencies, internal and external partners and teams. (Community Fundraising, Retail, Policy, Information and Support, Caring Services and Recruitment).
- Analyse and draw insights from platforms such as Sprout and Emplifi to inform future content.
- Experience of crafting creative and messaging for paid social, responded to A/B testing and adapted creative according to performance insights.
- Responsible for feeding back to stakeholders, heads of departments on campaign results and plans, providing BAU monthly and sometimes weekly results when a campaign is live.
- Mentorship and up-skilling of social skills for individuals that sit outside the team, run workshops and talks to raise awareness of role of social in the organisation.
- On set/on shoot direction experience, freelancer briefing and supplier management.

british transport police

2019 – 2021

- Sole creative in a small team, responsible for end to end execution of all content across channels, digital ads, web, OOH and internal communications.
- Established and built the force's Tik Tok channel (now at 197k) after recognising the need for the force to communicate with the platforms key audiences. A year long process of pitching, channel strategy, channel policy, as well as a process of upskilling the organisation on social understanding and a force wide education piece in order to receive buy in from senior police counsel to launch.
- BAU content planning using Hootsuite, social listening, trend awareness and reactive posts with awareness of an apolitical stance and reputation risk.
- On call and live incident response experience.
- Campaigning lead for 61016 sexual harassment campaign, online and OOH.
- Partnership working (TFL, Southeastern, Government bodies) and key social creative advisory with external agencies, charity partners (Samaritans, The Children's Society) and front line teams.
- Responsible for feeding back to stakeholders, heads of departments on results and plans.
- Mentorship and up-skilling of social skills for individuals that sit outside the team, run workshops and talks to raise awareness of role of social in the organisation.
- On set/on shoot direction experience, freelancer briefing and supplier management.

cutecatcalls

2018 – 2022

Personal project, sexual harassment awareness Instagram account (45k) that experienced virality in 2021, with 20,000 followers overnight up to 1.1 million accounts reached and coverage in Daily Mail, Grazia UK. The project led to content collaborations and opportunities with aligned brands and organisations

- Bodyform UK
- Vagina Museum
- NotYourPorn
- The Rosey Project (Rape Crisis Centre)
- Plan International Amsterdam