

Charlotte Peers

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Professional summary

Digital content and community specialist with a proven track record in enhancing reader retention and streamlining content distribution processes. Demonstrates strong analytical skills and strategic content management, fostering community engagement and brand loyalty through collaboration with key opinion leaders. Passionate about future growth in digital content and community engagement, leveraging advanced communication and people skills to drive success.

Employment history

GMGN Labs | Community & KOL Manager | Remote

Present

- Analyse audience insights to refine KOL strategies, boosting campaign effectiveness.
- Post engaging content on Discord, fostering community interaction and brand loyalty.
- Collaborate with KOLs during campaigns, ensuring seamless execution.
- Monitor content and metrics from KOL campaigns, providing actionable insights.
- Implement advanced BOTs on Discord, enhancing user experience and satisfaction.
- Spearheaded the implementation of advanced BOTs on Discord, significantly enhancing user experience and streamlining interactions.

CharlottesArtz | Photographer

Present

- Captured high-quality images for diverse events, enhancing client portfolios and resulting in repeat business and positive referrals.
- Worked closely with clients to understand their vision, ensuring personalized shoots that strengthened client satisfaction and loyalty.
- Utilized advanced editing software to create visually stunning photos, delivering projects ahead of deadlines and exceeding client expectations.
- Managed digital asset organization, streamlining retrieval processes and ensuring quick access for client requests and project updates.

Dexerto | Content Distribution Coordinator & Journalist

- Award-winning esports, gaming and influencer coverage, including news, interviews, reviews, opinion, guides and tournament coverage.
- Analyzed audience metrics to tailor content strategies, resulting in a marked improvement in reader retention rates.
- Implemented a streamlined content distribution process, enhancing collaboration across teams and reducing publication delays.

Hitmarker | Community & Marketing Coordinator | Remote

- Cultivate gaming community, increasing engagement and satisfaction.
- Implement social media strategies, boosting brand visibility and job interest.
- Coordinate virtual events, enhancing participation and industry connections.
- Analyse feedback to refine strategies, improving user retention.
- Provide support, fostering a positive and inclusive online environment.

Kairos Media | Account Executive | Remote

- Fostered client relations, enhancing retention and satisfaction with strategic campaigns.
- Collaborated with creative teams, improving campaign engagement through targeted strategies.
- Analysed metrics to refine outreach, achieving marked improvements in lead conversion rates.
- Coordinated with influencers on marketing projects, delivering effective content campaigns.

Jessops Europe Limited | Sales Expert | Leicester, England, United Kingdom

- Analyzed sales data to identify trends, informing inventory management and leading to improved stock availability and sales performance.
- Coordinated with team members to develop promotional strategies, resulting in a successful campaign that increased foot traffic and sales.
- Interpreted customer feedback to refine service offerings, resulting in enhanced client satisfaction and repeat business.
- Maintained accurate inventory records to prevent stock discrepancies, ensuring product availability and optimizing sales opportunities.