

# AMANDA WALTON

[amandarwalton@gmail.com](mailto:amandarwalton@gmail.com) / +44 7599444336 / [LinkedIn Profile](#) / [Portfolio](#)

---

## EXPERIENCE

### Marketing Assistant - October 2024 - Present

London Symphony Orchestra, London, Hybrid

- Took ownership of LSO St Luke's social media during its closure period, resulting in a 12.6% increase in Instagram followers.
- Produced and edited a TikTok advertisement for the Half Six Fix concert series, resulting in 48 ticket sales for future concerts.
- Contributed to audience development by generating tailored short-form video content, behind-the-scenes footage, and platform-specific posts across Instagram, Facebook, Threads, and TikTok.
- Collaborated with teams across Marketing, Discovery, and LSO Live to support multi-departmental projects with a focus on storytelling, accessibility, and creative innovation.

### Social Media Manager Intern - February 2024 - June 2024

Paramount Students, Remote

- Curated, created, and posted engaging content for Paramount Students' social media accounts, leading to a 20% increase in followers during my tenure.
- Established a successful influencer partnership for the Eid Mubarak campaign, resulting in a 30% increase in brand visibility and engagement on Instagram.
- Integrated industry trends and platform updates, implementing a new content calendar that enhanced posting consistency by 50%.

### Volunteer Copywriter - January 2024 - September 2024

GapyearSG, Remote

- Developed Instagram posts that increased follower engagement by 30%, utilising analytics to refine strategies and boost post reach by 20%.
- Created and shared targeted content on Reddit, driving a 10% increase in website traffic and actively engaging with users to build brand credibility and foster community discussions.

### Nanny - Nov 2022 - May 2024

Koru Kids, London

- Created a safe environment with age-appropriate activities, maintained open communication with parents, and effectively managed emergencies to ensure children's welfare.

### Retail Sales Associate - July 2021 - September 2022

Charles & Keith, Singapore

- Delivered exceptional customer service, maintaining a 95% customer satisfaction rating and contributing to a 20% increase in repeat business.
- Assisted with daily visual merchandising standards, ensuring proper fixture placement and product representation, resulting in a 15% increase in sales.
- Supported store operations by managing opening and closing procedures, and ensuring workspaces were fully stocked, contributing to a 10% boost in overall efficiency.

---

## EDUCATION

### BA (HONS) Advertising - September 2022 - Present

University of the Arts, London

### International Baccalaureate Diploma - August 2020 - May 2022

UWC South East Asia, Singapore

---

## CO-CURRICULUM ACTIVITIES

### UAL Cheerleading President - September 2024 - Present

### UAL Cheerleading Captain - September 2023 - August 2024

University of the Arts, London

- Led and motivated the cheerleading team through effective communication, serving as a liaison between team members, coaching staff, and school administration.

---

**SKILLS &  
AFFILIATIONS****LANGUAGES**

English (Native), Indonesian (Native).

**SKILLS**

Microsoft Office, Adobe Photoshop, Illustrator and InDesign, Canva, iMovie, CapCut, Verbal and Written Communication, Brand Management, Customer Service, Story Telling, Digital Marketing, Influencer Marketing, Branding, Public Speaking, WordPress, Charity Digital, Shorthand, Copywriting, TikTok.

---

**CERTIFICATES****BRAND MANAGEMENT – Oct 2023**

Brandwatch, tsv2o2j4y92e