

NINA ARAGÓN

Creative Strategist

ABOUT ME

I am Nina Aragón – an aspiring creative & brand strategist in the areas of innovations, communications and digital marketing. On the various projects I've worked on, I leveraged right-brain and left-brain thinking to design and develop disruptive and holistic growth propositions for brands facing a very volatile landscape.

SKILLS

Microsoft Office

Word
Powerpoint
Excel

Adobe Creative:


Photoshop
After Effects
InDesign
Premiere Pro

Google Analytics

Hubspot

CONTACT

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SOCIAL

 [linkedin.com/ninaisnotavailable](https://www.linkedin.com/in/ninaisnotavailable)

 [instagram.com/ninaisnotavailable](https://www.instagram.com/ninaisnotavailable)

 the-dots.com/users/nina-aragon-374308

EXPERIENCE

CREATIVE BRAND STRATEGIST (FTC)

Nov 2019 - May 2020

Datasine

Creative Direction, Brand architecture development, Social media management, Content strategy and design, Marketing integration, Product experience support.

- Led overall brand refresh and development, refocusing the core positioning of Datasine to revolve around the fundamentals of data-led creativity. This infused new vitality into the business, ensuring the company caught up with the rapidly evolving marketplace and audience psychology.
- Conceptualised and executed an innovative data-driven culinary experience, from marketing strategy to event management. In collaboration with Michelin-starred Ikoyi, we created a bespoke 9-course tasting menu with wine pairings based on attendees data preferences. The event demonstrated the potential of insight-led creativity and its ability to create meaningful and personalised experiences, resulting in 12 MQLs with major agency and marketing leaders.

NEW BUSINESS INTERN

Feb 2018 - Mar 2018

Havas London

Supporting the new business team, Competitor analysis, Identify and establish new business client opportunities, Data entry and management, Preparing presentations, and Participating in team meetings.

PROJECT ASSISTANT

Nov 2015 - Aug 2016

Group SJR London

Market research, Image searching, Assisting with current projects and strategic analysis for potential clients, Being active in team ideation process, Crafting and curating content, Basic copywriting, and Leveraging social platforms.

ADVERTISING INTERN

Oct 2015 - Nov 2015

J. Walter Thompson London

MARKETING INTERN

Jun 2013 - Jul 2013

TIGI Haircare, Unilever

EDUCATION

BA (HONS) CREATIVE DIRECTION

2016 - 2019

University of the Arts London

Graduated with First-Class Honours.

An introduction to the business of creativity with focus on insight research and analysis, concept generation and ideation. iterative design for value propositions that are globally informed, human-oriented, and future focused.

INTERNATIONAL BACCALAUREATE

2008 - 2015

ACS International School