



Steffin Abraham

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- Portfolio
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EXPERIENCE

- Social Media & Brand Manager, Wedia** Jul 2024 – present | Paris, France
 - Ran **integrated, vertical-specific campaigns** across **EMEA and North America** using **AI-driven targeting and GEO/SEO**, reducing manual workflows by 40%.
 - Led **end-to-end content strategy** across **social, email, and web channels**, collaborating with cross-functional teams across marketing, analytics, and growth to deliver campaigns aligned with business objectives.
 - Grew **LinkedIn audience** by 68% through **data-led content strategy, using GA4** and social analytics to drive consistent platform-specific engagement.
- Global Campaign and Content Assistant Manager, L'Oréal** Jul 2023 – Jun 2024 | Paris, France
 - Managed **global content & visual campaign production** for **5 Garnier Hair Color** brands across **60+ markets**, **adapting global strategy** into locally resonant campaigns while maintaining **100% regulatory compliance** and delivery standards.
 - Spearheaded the UK launch of Garnier Color Home, a **metaverse project**, coordinating **4 agencies across 3 time zones** and managing senior stakeholder presentations from brief to delivery.
 - Attained a 100% on-time delivery rate for **50+ annual digital assets (social, web, AR)** by utilizing agile methodologies to manage tight deadlines and stakeholder approvals.
- Photographer and Brand Strategist, Hypemonks** Oct 2020 – Jun 2022 | Freelance
 - Built and ran a creator-focused marketing agency, partnering with global brands including **Red Bull and BMW** to develop **influencer and visual storytelling campaigns** that grew client lead generation by 70 to 80%.
 - Scaled an influencer account from **800 to 49K followers** in 12 months by managing **briefs, contracts, and KPIs**, producing and **editing short-form video content** to drive **community engagement**.
- Content and Web Development Manager, CVS Health** Jan 2021 – Aug 2022 | Rhode Island, US
 - Drove a 15% conversion uplift and 20% bounce rate reduction for a major healthcare provider through data-driven UX optimisations, directing an offshore team to modernise web architecture at a 92% completion rate.
- UI/UX Software Developer, Kimberly Clark** Aug 2019 – Dec 2020 | Texas, US
 - Designed and developed **user-centred digital interfaces** as a full-stack UI/UX developer, translating **cross-functional briefs** into experiences that drove a 30% improvement in client satisfaction.

EDUCATION

- MSc. International Marketing and Business Development, SKEMA Business School** Paris, France
- Bachelor of Engineering – Computer Science and Full Stack Web Development, KTU Technological University**

PUBLICATIONS

- Review on Different Methods of Image Colorization, International Journal of Scientific Research in Science, Engineering and Technology (IJSRSET), Jun 2019**
- Enhancing Vehicle Safety with Drowsiness Detection and Collision Avoidance, International Journal of Pure and Applied Mathematics, Vol. 120, No. 6, Jul 2018**

SKILLS & TOOLS

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| Marketing & CRM HubSpot, Google Ads, Semrush, Hootsuite, Sprout Social, Iconosquare, WordPress | Data & Analytics Google Analytics 4 (GA4), Looker Studio, Power BI, Tableau, SQL | Creative & Design Adobe Creative Suite, Premiere Pro, DaVinci Resolve, Final Cut Pro, Figma, Canva. | AI & Emerging Technologies Le Chat, Claude AI, ChatGPT, Jasper AI, Higgsfield, Sora and whatever dropped last week. |
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TEAMS I HAVE WORKED WITH

L'Oréal | Garnier | Cognizant | Merkle | Red Bull | Publicis Groupe | CVS Health | Kimberly-Clark | BeyondXR | BMW Motorrad | Wedia