



LIVI PILKINGTON

CREATIVE STRATEGIST & TALENT MANAGER

I'm a highly creative and organised digital marketer with a strong focus on talent management and influencer partnerships, experienced in running end-to-end campaigns that drive reach and engagement having built and led UGC and creator programs. From briefing and negotiations to performance tracking, I bring a strategic and collaborative approach that aligns creators with brand goals.



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Clifton, Bristol, UK

KEY SKILLS

- **Creative Ad Strategy Development**
- **Performance Marketing & KPI Optimization**
- **Copywriting**
- **Talent Management**
- **Market & Competitor Analysis**
- **Campaign Execution & Reporting**

EDUCATION

BA English, The University of Exeter

First Class Honours

A Levels, K.E.S Stratford

History – A*

English Literature – A

Theatre Studies – A*

EPQ – A*

GCSEs, Stratford Girls Grammar School

8 A*s, 1 A

WORK EXPERIENCE

Creative Strategist & Talent Manager (Paid Media)

MHI Media – Ad Agency (UK & US DTC Brands)

December 2022 – present

As a Creative Strategist, I've led seven and eight-figure ad accounts with consistently profitable ROI's across a range of sectors: fashion, health, and subscription services. At the core of my creative ad strategy is emotion – understanding the psychological trigger that drives customer action and using that to shape high-performing ad creatives. My process includes:

- Deep-dive competitor, market, and review analysis – even going as far as interviewing our clients most loyal customers
- KPI interpretation to pinpoint and iterate on winning angles
- Monitoring trends, viral content, and ad examples (via tools like Atria & Foreplay) and decipher their core trigger
- Writing compelling, emotionally resonant copy
- Collaborating with designers to bring creative briefs to life
- Testing, optimizing, and reporting on performance insights directly to clients

This emotion-first creative approach has enabled me to:

- Take up 40% of spend in an established nine-figure ad account
- Scale a luxury women's fashion brand to £90k+/month with a 9+ ROAS (the agency's highest ROAS to date)
- Cut CPA from \$340 to \$80 for a premium footwear client
- Manage multiple retainer clients worth £5k+/month

Beyond ad performance, I've been pivotal in scaling MHI from 6 to 24 team members by improving internal operations. In particular, I built and continue to lead our talent management arm to generate fresh, on-brand content across our client base. This involves writing clear scripts and briefs, handled negotiations with creators and their representatives, as well as managing negotiations with client and budgets. As talent manager, I have successfully:

- Built talent management arm from scratch to now managing 15+ creators monthly
- Secured and managed a £15k UGC campaign for a jewellery startup
- Established unpaid influencer partnerships with 650k+ combined reach

UGC Creator (Freelance)

2023 – present

In my weekends, I create UGC for some of the largest agencies in the UK: creating videos with over 1 million views for DTC brands such as Space Goods and Thomson Carter. This practice also keeps me up to date with the sector, shows me how to better communicate with our talent and offers some great inspiration for the accounts I manage.

REFERENCES

Harry Demelge

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HOBBIES & INTERESTS

I will try anything crafty and love nothing better than painting, sketching, and DIY in my apartment (don't tell my landlord!). If I'm not creating something, I'm probably on a hike or booking a flight for my next adventure.



OTHER EXPERIENCE

Production Supervisor, Exeter University Theatre Company (2020 - 2021)

Editor, Her Campus Magazine Exeter (2021 - 2022)

Barista, Shakespaw Cat Café (2021)

Mixologist, Puerto Lounge (2019-2021)

Bar Supervisor, The Riverside (2019)

Volunteering, Shakespeare's Birthplace Trust (2018)

Receptionist, The Mad Museum (2017)

Marketing Strategist

Build Space UK & USA (Construction Recruitment)

Mar 2022 - September 2022

During this period, the employment market posed a distinct difficulty for recruitment: an oversaturated market of recruiters and an all-time low of candidate applications. CRM and social media expansion were a vital part of combatting this.

As the sole marketing employee at Build Space, I created a brand strategy that focuses on unique concepts to generate candidate and client leads. For example, I cross-referenced historic candidate data with active data, using the outliers for a re-generation campaign. To personalise emails, I sent a survey that registered the interests of candidates and sent them on an email journey corresponding to their answers. I also kickstarted a webinar series entitled 'Hard Hats Chat' which successfully saw over 50 client and candidate attendees for further conversion.

In August alone, I created over 150 positive candidate leads and assisted in the onboarding of 3 new clients from email and event campaigning. Additionally, I strengthened the brand through a website overhaul, driven social media engagement through the creation of video, blogs, and image content, as well as producing slide decks, case studies, and brochures for B2B pitches helping the company to reach two of its best quarters ever.

Marketing Assistant (Influencer & Brand Partnerships)

Matthew Curtis Hair

2020

New York, London, and Milan Fashion Weeks: cancelled for 2020. As a marketing assistant for Matthew Curtis, a salon chain owner and celebrity hairstylist, I saw this cancellation as an opportunity to create something unique. Investing in the platform 'fashionmonitor.com' I created a database and delivered a campaign to publicity managers for over 200 brands/designers. Designer Gareth Pugh responded with interest, which I took to the publicity team at L'Oreal. As a result, Matthew secured sponsorship from L'Oréal as Head of Hair on Gareth Pugh's showcase: described by Vogue as an "Explosive Visual Album."

I used a similar technique to secure influencer partnerships: creating influencer shortlists and delivering personalised emails to create and maintain relationships. As a company, we worked with the likes of Celebs Go Dating and Hollyoak's cast members, as well as Youtubers such as Freddie Cousin Brown.

Creative Producer

I wrote and produced a play at the Edinburgh Fringe Festival in 2018, consulting the team at whereloveisillegal.com to create a piece which revealed the struggles of the LGBTQ+ community in communities across the globe. I managed 12 cast and creatives, fundraising, budget, press releases, applications for the show and our marketing campaign. For the show's fundraising, I pitched to local companies for prizes totalling over £500 in our raffle, secured sponsorship from my sixth forms annual charity event and ran multiple holiday themed merchandise and bake sales with the help of my cast. This enabled me to secure over £3,000 of funding towards the show.

This experience of producing led me into producing two more shows, including a sell-out run of King Lear at Exeter Cathedral in January 2020.