

ALT. LEATHER, Remote in UK (HQ: Melbourne, Australia)

01/2025–12/2025

Deep tech startup creating 100% bio-based leather alternative material.

Communications and Marketing Officer, part-time

Led all aspects of external company communications and content marketing, managing the website, newsletter, blog and social media channels. Designed graphics and data representations to support brand storytelling. Partnered directly with the founder to establish a cohesive brand identity during the company's early-stage commercialisation.

- Enhanced brand visibility and audience engagement by driving follower growth across key channels: Instagram (+151%, 328 → 823), LinkedIn (+96%, 925 → 1,810), and email subscribers (+170%, 111 → 300), through strategic content creation and targeted campaigns.
- Created visually compelling graphics and data representations that enhanced brand storytelling and improved audience comprehension of complex topics.
- Developed and executed a cohesive social media strategy, increasing monthly Instagram interactions by 93% and LinkedIn engagement actions by 39%, fostering stronger audience interaction across platforms.