

EARTHKIND

SOCIAL MEDIA EXECUTIVE | JUNE 2022 - OCT 2022

I am delighted to provide an employment reference and letter of recommendation for Lily Mason. Lily was employed by EarthKind as a freelance social media executive for 5 months between June and October 2022 during her final year of university.

Although initially apprehensive of employing a student, Lily's job application stood out ahead of any other applicant for the role, and it soon became apparent my apprehension was unwarranted.

Lily excelled in the role and successfully managed our social media accounts (including all content planning, creation, and implementation), providing regular updates, feedback, and analytics on top of a wealth of new ideas to help us promote our brand.

Lily was also highly involved in our community management, communicating with customers, influencers, and brand partners.

As a sustainable haircare brand, Lily instantly understood the importance of our eco-friendly focus. However, our background is in Trichology, so it was a huge benefit that Lily also picked up the hair science that underpins our products, helping us to create a real point of difference from our many competitors.

Lily also helped us create visual and written assets that we were able to use across a range of marketing materials, including press packs, brand partnership proposals, and customer newsletters.

Besides having all of the communication, organisational, and design skills required to work in social media management, Lily was a confident, positive, and thoughtful member of the team and a real pleasure to work with.