

VICTORIA MACDONALD

Content Creator

Native English speaker and strategic communications professional with five years experience in European organisations. Creative thinker passionate about simplifying complex issues to drive transformational change. Expertise in delivering memorable communication through social media, copywriting, content creation, campaigns, event management, partnership building and stakeholder engagement.

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COMMUNICATION EXPERIENCE

Strategic Communications Consultant, Brussels (*Feb 2024 - Present*)

- Designed and delivered digital campaigns for clients including Women Political Leaders.
- Developed social media strategies, written and visual content for Moylan Communications.
- Monitored and analysed social media performance metrics to optimise content and strategies.

Content & Social Media Manager, Oh Goddish, Lisbon (*Nov 2022 - Feb 2024*)

- Responsible for digital launch and campaign planning of sustainable fashion brand.
- Led content strategy and created high-quality videos, photos and graphics for social media.
- Initiated engagement strategies for Instagram.

Development Executive & Journalist, EU Reporter, Brussels (*Jan 2020 - Nov 2022*)

- Pitched and edited articles for EU policy audiences.
- Travelled to cover major political events and build client relations.
- Wrote compelling and educational captions for social media.

EDUCATION

Bachelor of Science (Hons) in International Business Management and French
Newcastle University, UK (2015 - 2019)

Master in Management (Erasmus)
KEDGE Business School, Bordeaux (2017 - 2018)

CREATIVE ENTREPRENEURSHIP

Founder & Content Strategist, Satori Shifts Online (*Oct 2017 - Apr 2024*)

Social transformation project: created a digital wellness movement to raise awareness about mental health.

- Produced and managed all social media and website content, led live events in person and online.
- Built an engaged community of over 2000 people through consistent and authentic storytelling.
- Collaborated with influencers on podcasts, articles, Instagram Live and YouTube to expand presence.

LANGUAGES

ID: British/Belgian

- English (Native)
- French (C1)
- Dutch (B2)
- Spanish (B2)
- Portuguese (B1)

HARD SKILLS

- Video Editing and Photography (Final Cut Pro, Cap Cut, Canva)
- IT and Web Design (Office 365, WordPress, Wix, MailChimp)
- Project Management, CRM Tools (Asana, HubSpot, Notion, Slack)

INTERESTS

- Certified Life Coach.
- *Creative writing*: thought leadership articles.
- *Acting & theatre*: lead roles in commercials and stage productions.
- *Video editing*: Produced yoga classes for Autism.

SOFT SKILLS

- Effective Communication
- Interpersonal Skills
- Team-player
- Detail-oriented
- Solutions-driven
- Fast Learner