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## STRATEGIC CAMPAIGN & SOCIAL MEDIA LEADER STRATEGY | CREATIVE DIRECTION | GLOBAL BRAND EXPERIENCE

Strategic campaign leader with 10+ years' experience driving multi-channel creative direction, brand partnerships, and audience engagement for global brands. Equally fluent in brand-side and agency-side environments, with a proven ability to turn complex briefs into innovative, scalable marketing strategies. Specialises in brand storytelling, influencer activations, and integrated campaign frameworks that resonate across diverse markets. Passionate about inclusive narratives and bringing creative, commercial, and comms teams together around a shared strategic vision to drive measurable brand impact.

Portfolio at [www.alexamezey.com](http://www.alexamezey.com) for campaign breakdowns, launch frameworks, and creative case studies.

### AREAS OF EXPERTISE

- Integrated Campaign Strategy
- Brand Partnerships & Storytelling
- Social Media Strategy and Governance (Meta, TikTok, LinkedIn, YouTube, Pinterest)
- Stakeholder Management
- Campaign Frameworks & Social Media Toolkits
- Influencer & Creative Campaigns
- Paid Social Media (Meta, LinkedIn)
- Content Strategy & Production
- Performance Reporting & Attribution

### EXPERIENCE – BRAND-SIDE

#### Canon EMEA, London: Social Media Manager (Strategy & Campaigns Lead)

<https://www.canon-europe.com>

📅 06/2020 – present

**Leading regional strategy and content direction for Canon's social channels across 32 markets, with a focus on integrated campaign delivery and audience engagement.**

- **Developing and implementing high-impact social campaign frameworks for product launches and brand activations;** ensuring adaptability across multiple markets with varying cultural contexts, campaign goals, and content capacities.
- **Creating the full content strategy, calendar, and production plan for Canon's Student Development Programme,** overseeing on-site content production and managing live Instagram coverage in Girona and Perpignan. Delivered the brand's top-performing organic Instagram Reel (25K+ views) and generated over 5K engagements on content published on-site.
- **Owning the social strategy for YouTube and Pinterest across EMEA,** establishing channel strategy and guidelines, editorial calendars, and publishing best practices; achieved a steady increase of YouTube organic subscribers of 1K+/month and achieved 4.56% organic ER on Pinterest through platform-first content.
- **Strategising and delivering high-impact influencer campaigns** designed to elevate Canon's relevance with their target audience and relevant creator communities. Built strong, long-term relationships with creators, ensuring brand consistency and deep alignment across campaign messaging and content tone.
- **Led the influencer strategy for the PowerShot V10 launch across EMEA,** including development of campaign toolkit, creator briefing documents, KPIs, and rollout support to G6 markets. Resulted in 6 launch events across G6 with 50+ influencers attending, and a 92% positive sentiment on published content.
- **Acting as central liaison across creative, media, influencer, and PR teams to ensure unified execution of brand campaigns** and consistent messaging across all touchpoints. Regularly providing strategic input during conceiving and localisation stages.
- **Driving the implementation of Canon's new social media attribution model** to ensure analytics and reporting capabilities respond to comms and business objectives.

## **Air Partner, London: Digital Marketing Executive (Strategy, Content & Paid Social)**

<https://www.airpartner.com>

📅 12/2019 – 05/2020

### **Planning and delivering digital content strategies to support audience engagement and business objectives across social and owned platforms.**

- Developing and executing digital and social media strategies to engage high-value audiences.
- Executing social media and digital content strategies that improved audience engagement and contributed to the overall business objectives.
- Planning, producing, and publishing weekly content calendars across channels in alignment with communications and business objectives.
- Managing social media PPC campaigns (planning, executing and optimising) within a framework of key business objectives and KPIs, reporting on digital metrics, providing actionable insights to inform campaign optimisation.

## **EXPERIENCE – AGENCY-SIDE**

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Led strategy, creative direction, production, and client services across agency-side roles, focusing on brand storytelling, fast-turnaround campaigns, platform-specific content, and collaboration across internal teams and client stakeholders. Worked on clients across telecom, retail, fashion, and automotive industries, regularly managing creative output and multi-channel campaign execution from concept to delivery.

## **Uniomedia, Budapest: Campaign Manager (Strategy, Creative Campaigns & Production)**

<https://uniomedia.hu/>

📅 05/2019 – 08/2019

### **Led end-to-end campaign strategy and content production for Hungarian Telekom, managing timelines, budgets, and a multi-disciplinary creative team, while delivering platform-specific content and managing direct client relationships.**

- Creating a social media communication strategy and subsequent content calendar, focusing on brand storytelling, in line with the Hungarian Telekom brand purpose and marketing objectives.
- Acting as key Project Manager for a social media video series, managing scriptwriters, working with directors, briefing photographers and stylists, and managing the expectations of all client stakeholders.

## **Springer & Jacoby, Budapest: Campaign Manager (Strategy, Creative Direction & Production)**

<http://sjbp.hu/>

📅 06/2018 – 05/2019

### **Led the creative development and execution of social-first digital campaigns across three retail brands: Penny Market, Westend City Center and Premier Outlet. Balanced client needs with creative output while coordinating large-scale content production and performance tracking.**

- Plan and delivering digital marketing and social media strategies across three distinct brands.
- Planning, executing and optimising social media PPC campaigns for each client.
- Acting as key account manager for a TV production activation for Penny Market with a budget of £80,000.

## **Armadillo Creative Agency, Budapest:**

### **Account Manager, promoted to Lead Campaign Manager (Strategy, Sales, Client Lead)**

<http://armadillo.hu/>

📅 09/2015 – 08/2017

📅 08/2017 – 06/2018

### **Served as the strategic and creative lead across multiple consumer and fashion clients, developing integrated digital and social media campaigns that met business and brand objectives. Responsible for briefing creatives, approving assets, managing ad spend, and mentoring junior talent. Notable clients – AAA Auto, UNOde50, Bonprix, Otto, Candy and QLM.**

- Planning and executing integrated digital and social media campaigns, focusing on brand storytelling.
- Running and optimising paid social and Google Ads campaigns
- Leading a quarterly internship programme and mentoring interns during their three months with Armadillo, monitoring their progress, delivering training sessions and giving feedback.

## **NOTABLE WORK**

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### **Canon Student Development Programme for Canon EMEA**

📅 2023 - present • London

Budget: €360,000/year

**Project:** Created the social media strategy, content calendar, and production plan for Canon's annual Student Development Programme, amplifying engagement across EMEA. Managed live coverage and content creation for Instagram, coordinating a high-profile production team on-site in Girona and Perpignan. Conducted interviews with renowned photojournalists and brand ambassadors, delivering a cohesive, cross-channel marketing approach.

**Outcome:** 2023 was the first year myself and the production team attended the workshop and the work we've done made a huge difference in the programme's reach and awareness. We produced high-impact live content, driving 25K+ views on Instagram reels and boosted overall social media engagements by over 2,500, exceeding campaign objectives. In 2024 we've had extremely positive feedback on the content from previous years and many finalists found the programme thanks to content published.

### **Launch Event Campaign for Canon EMEA**

📅 2023 • London

Budget: €300,000

**Project:** Led the full influencer and social media strategy for the launch of Canon's vlogging-focused camera, the PowerShot V10. Created the pan-EMEA campaign framework including launch theme, activation toolkits, KPIs, influencer briefing materials, and localisation guidelines. Reviewed market launch plans across G6 territories and advised on creator selection and content alignment. Achieved 92% positive sentiment on influencer content and 40K+ views on the hero YouTube video, driving reach and relevance among the target audience.

### **Creative Print Campaigns for Canon EMEA**

📅 2021 - present • London

Budget: €100,000

**Project:** Concepted and executed Canon's first DE&I-themed creative print campaign series across EMEA, championing inclusion, mental health, and artistic collaboration: 'Love Is All Around', 'Colour With Canon', and 'Heart On Your Sleeve'. Partnered with underrepresented illustrators to develop custom printable content for Canon's website. Oversaw influencer partnerships and planned and managed internal activations (e.g., in-office workshops and installations) to extend campaign reach. Campaigns generated over 3,000 downloads and drove sustained traffic to Canon's consumer print product pages. The approach was adopted as a long-term strategy for audience and community engagement.

## **EDUCATION**

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### **Online Marketing Manager | EDUTUS Graduate School**

📅 2015 – 2016 • Budapest

### **Comparative Literature and Cultural Studies (MA) | ELTE BTK**

📅 2012 – 2014 • Budapest

### **Hungarian Literature and Linguistics (BA) | ELTE BTK**

📅 2009 – 2012 • Budapest