

# Dasha Davidyuk

## Education

### ★ 2021 - 2024

Central Saint Martins UAL - Bachelor of Arts in Graphic Communication Design - First Class Honours.

### ★ 2020 - 2021

Princes Foundation Royal Drawing School - Foundation Art Diploma.

### ★ 2018 - 2020

Hampstead Fine Art College - A Levels - Business (A\*), Graphic Communication (A\*), Art History (A), Fine Art (A).

## Experience

### Head of Digital Strategy & Content, SJH Group | September 2025 - Present (16 social media channels)

- ★ Led end-to-end influence-first social strategy and execution across 16 B2B and B2C channels, delivering 99,800+ organic reach, 22,300+ video views, and 7,200+ engagements.
- ★ Personally designed and produced all digital assets including static posts, carousels, Reels and short-form video, owning the creative process from concept through to final delivery.
- ★ Increased and sustained engagement rates above 7%, shifting channels from low-impact publishing to organic-led and culturally relevant content.
- ★ Developed content frameworks translating technical B2B messaging and consumer-facing narratives into platform-native, high-performing social formats.
- ★ Worked cross-functionally with editorial, communications and clients, ensuring strategic alignment while protecting creative quality.
- ★ Collaborated with external agencies and partners, aligning influence strategy, timelines and outputs across organisations.
- ★ Used performance data and audience insight to continuously refine creative direction, formats and storytelling.
- ★ Applied AI-assisted workflows and advanced prompt generation to accelerate ideation, optimise content formats and scale creative production.

### Digital Executive, SJH Group | May 2025 - August 2025

- ★ Supported execution across social publishing, analytics and performance optimisation.
- ★ Built strong foundations in audience insight, platform mechanics and earned-media thinking, leading to promotion to Head of Digital Content & Strategy.

### Influence & Creative Strategy Lead, World Engineering Day | May - December 2025 (6 global social channels)

- ★ Led influence-first organic social strategy across 6 global B2B-facing channels, delivering 84,100+ organic reach, 16,500+ video views, and 6,800+ engagements.
- ★ Increased engagement rate from 0.66% to 8%+, demonstrating earned-first creative effectiveness within a complex, non-consumer category.
- ★ Re-activated previously dormant channels, achieving growth of up to +5,800% across key performance metrics.
- ★ Developed content frameworks to translate technical and institutional messaging into high-performing, platform-native social content.
- ★ Worked collaboratively with multiple internal stakeholders and external agency partners, aligning creative strategy across organisations while maintaining brand governance.

## Skills

- ★ **Proficient in Adobe Creative Suite & Microsoft Office** - Experienced in industry-standard design and productivity tools to execute creative and strategic projects efficiently.
- ★ **AI Proficiency** - Advanced prompt generation and AI-assisted creative work-flows using ChatGPT, Gemini, Firefly, Envato, ElevenLabs and Google AI Studio to support ideation, design and content production.
- ★ **Bilingual: Fluent in English & Russian** - Strong communication skills in both languages, allowing for collaboration across diverse teams and audiences.
- ★ **Adaptable** - I thrive in fast-paced environments, balancing multiple projects with efficiency (thanks in part to years of managing a household with lots of younger siblings.)
- ★ **Creative Production** - Skilled in shooting, directing, scripting, set design, film development, and editing. It helps that I enjoy doing creative projects with my friends in my spare time.
- ★ **Highly Organized** - A former academic overachiever who never lost the habit of staying structured and detail-oriented.
- ★ **Creative Problem-Solver** - I bring unconventional, out-of-the-box solutions to challenges, often bordering on the absurd - but always effective.

- ★ Balanced global brand guidelines with culturally relevant execution across markets, ensuring consistency and performance at scale.

**Creative, Nuud (Plastic-Free Gum) | August 2024 – May 2025**  
(3 social channels)

- ★ Leading creative initiatives for Nuud under Broody London, focusing on campaign development and social engagement.
- ★ I grew their engagement via social channels (*Instagram and TikTok*) by **8 times** from their initial content analytics (September 2024 : <300 followers and 5K total likes to March 2025 : >2500 followers and 153K total likes).
- ★ I participated in orchestrating Nuud's 'Ban Plastic Gum' bus initiative and was put as the creative lead on their 'Rest In Plastic' Coffin Campaign, curating the project from start to finish.

**Content & Marketing Designer, 'Corpus Christi, Texas' | May – August 2023**

- ★ Designed the book cover and developed a **cohesive marketing strategy** for the novel's promotional campaign.
- ★ Created **social media assets**, including video content and digital graphics, to **drive audience engagement** and book sales, placing it at **#1 in the Fiction category on Amazon UK**.

**Graphic Designer, FAHABOSO Ltd. | July – September 2022**

- ★ Designed **brand identity assets, product packaging, and marketing materials** for FAHABOSO, a **beauty and wellness brand** specialising in hair-care.
- ★ Developed a **comprehensive brand book** to ensure consistency across all visual and communication touch-points.

**Founder of Knapsack Club | March – November 2020**

- ★ Founded an **online children's educational community** featured in **Vogue and Tatler**.
- ★ Independently managed the business, overseeing **product design**, handmade production, and scaling through a sourced supplier.
- ★ Led all aspects of **branding**, including **photography, marketing assets, visual identity, and strategy development** to appeal to the target audience.
- ★ Executed **project planning, social media collaborations, and strategic campaigns** to drive brand awareness and growth.

don't hire  
her!!!!!! (this is  
reverse  
psychology)



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