

Looking for my next opportunity in the beauty industry

Experienced Digital Marketer with a background in managing global social media accounts for premium aesthetics and beauty brands.

Specialises in content creation, campaign planning, and community management across B2C and B2B audiences. Skilled in collaborating with doctors, influencers, and creators to produce authentic content that drives engagement. Analytical and trend-aware, using insights to shape content that resonates across diverse markets.

Achievements

- Managed product promotion campaigns across multiple aesthetic brands.
- Developed and implemented a TikTok strategy.
- Created a B2B social media campaign with 9.4% engagement.
- Increased brand awareness through same-day event content.
- Graduated with Distinction in Master's degree, scoring 84% on major project.
- Secured an internship based on successful undergraduate placement.

Skills and knowledge

My expertise and experience in branding, digital promotions, and content creation involves: creative direction/briefing, research/analysis, trend forecasting, consumer behaviour, social media/blog copy, data analytics and online marketing.

SKILLS

- Branding
- Content creation
- Campaign management
- Social media
- Trend/consumer analysis
- PR
- Video creation
- Digital communications
- Art direction
- Project planning
- Customer relations
- SEO
- Email Marketing

SOFTWARE

- Adobe Creative Suite
 - InDesign
 - Photoshop
 - Premier Rush
- Mailchimp
- CRM
- Microsoft Office
 - Word
 - PowerPoint
 - Excel
 - Outlook
- Canva
- AI



Education & Qualifications

MA (Distinction) Cosmetics Branding & Promotion

Birmingham City University, 2020-2021

I had the opportunity to study the global cosmetic industry in greater depth. The course covered practical creative skills, entrepreneurial business skills, trend forecasting, cosmetic history and current debates within the beauty industry.

BA (Hons) 2:1 Fashion Branding & Communication

Birmingham City University, 2017-2020

I studied communication and brand across a broad range of creative media: written, verbal and visual. The course covered creative direction, styling, art direction, graphics, print and digital design, brand strategy and journalistic writing in the context of fashion and cosmetic industries.

www.alextolman.com

alextolman@live.co.uk

07539 227134

[alex-tolman](#)

Employment History

Seriderm UK – Digital Executive

London | Oct – Nov 2025 (Contract)

Supported digital communications for a key UK event, including **social media activation** and **email marketing** for the brand's energy-based devices. Contributed to enhancing internal communications and improving the brand's online strategy while assisting with customer-facing messaging to strengthen engagement and consistency across channels.

Sinclair Pharmaceuticals - Global Social Media Manager

London | June 2025 to August 2025.

Managed the social media presence of four Sinclair brands, leading content creation, copywriting, community management, and campaign execution. Brief and coordinate freelance designers and agencies to ensure brand consistency across digital platforms. Collaborate with regional teams and build direct relationships with doctors and KOLs to produce user-generated content and brand collaboration content for global markets.

Sinclair Pharmaceuticals - Social Media Executive

London | June 2022 - May 2025.

Managed daily operations for the social media presence of the Sinclair brands, including content production, copywriting, and community engagement within the global marketing team. Collaborated with internal teams to plan and execute campaigns tailored to diverse audiences and regional market needs.

Key Achievements:

- Viral Content Creation:** Researched and co-produced reels that achieved viral reach, boosting brand visibility and following growth.
- Event Promotion:** Executed paid and organic social strategies for IMCAS World Congress, achieving 1.84M impressions and 22.5K engagements through doctor collaborations and live coverage.
- Reporting & Insights:** Developed detailed social media reports, providing actionable insights and data-driven recommendations to enhance brand strategies.
- Campaign Execution:** Delivered a targeted B2B product campaign that achieved a 9.4% engagement rate and increased followers and impressions by 11%, supporting key business objectives.
- Trend Research & Strategy:** Continuously monitored beauty and social media trends, integrating relevant insights to keep content innovative and aligned with brand guidelines.
- SEO Optimisation:** Implemented SEO techniques to enhance content visibility and improve organic reach across social platforms.
- Paid Media Content Creation:** Created assets for paid social campaigns, collaborating with regional teams and doctors to produce lead-generating content.

Lipcote & Co – Brand Assistant

London | Oct 21 to June 22

Managed Lipcote's digital campaigns and social media for lip and brow products, including content creation, copywriting, PR, and design aligned with brand values. Worked closely with the Head of Brand on strategy and execution, achieving:

- 1049% increase** in Instagram reach and **235% boost in engagement**
- Successful pitch presentations** for major online and high-street retailers
- Design and management** of Lipcote's presence at the 2022 CEW Beauty Awards Demo Event



Interests

I like to gain inspiration for my work from visiting exhibitions, Theatre, pop-up stores and movies. This helps me keep up to date with current trends and fashions. The most memorable stage show I have seen was 'Jean Paul Gaultier's Fashion Freak Show' in Paris.

I am a member of Cosmetic Executive Women (CEW). I use my membership to build my network and inform my work, by following trends and data.

Referees

Teresa Havvas

Lipcote & Co, Head of Brand
teresa@theadvisory.com

Current referees on request

Personal

Born: 14 September 1998

Residence: Reading, Berkshire

scan for portfolio



www.alextolman.com

alextolman@live.co.uk

07539 227134

[alex-tolman](https://www.linkedin.com/in/alex-tolman/)