

CREATIVE PORTFOLIO



I'M DENIA

A bit about me

FOUNDER of MOJO! With over ten years of experience as a creative Marketing Manager, I specialize in crafting multi-channel strategies that drive brand growth and engagement. My expertise lies in seamlessly blending creativity with data-driven insights, ensuring every campaign resonates, converts, and captivates.

I stay ahead of industry trends, constantly refining strategies that elevate brands, unlock their potential, and transform businesses into powerhouses of charisma and influence. Whether it's refining your message, amplifying your presence, or making your brand unforgettable, I know what it takes to make an impact.

Your brand deserves to stand out, sparkle, and say, "This is me." Let's make choosing you the easiest decision your audience has ever made.





MY SKILLS

**MARKETING & SOCIAL
STRATEGY**

EMAIL MARKETING

SOCIAL MEDIA MARKETING

BUDGET MANAGEMENT

BRANDING & IDENTITY

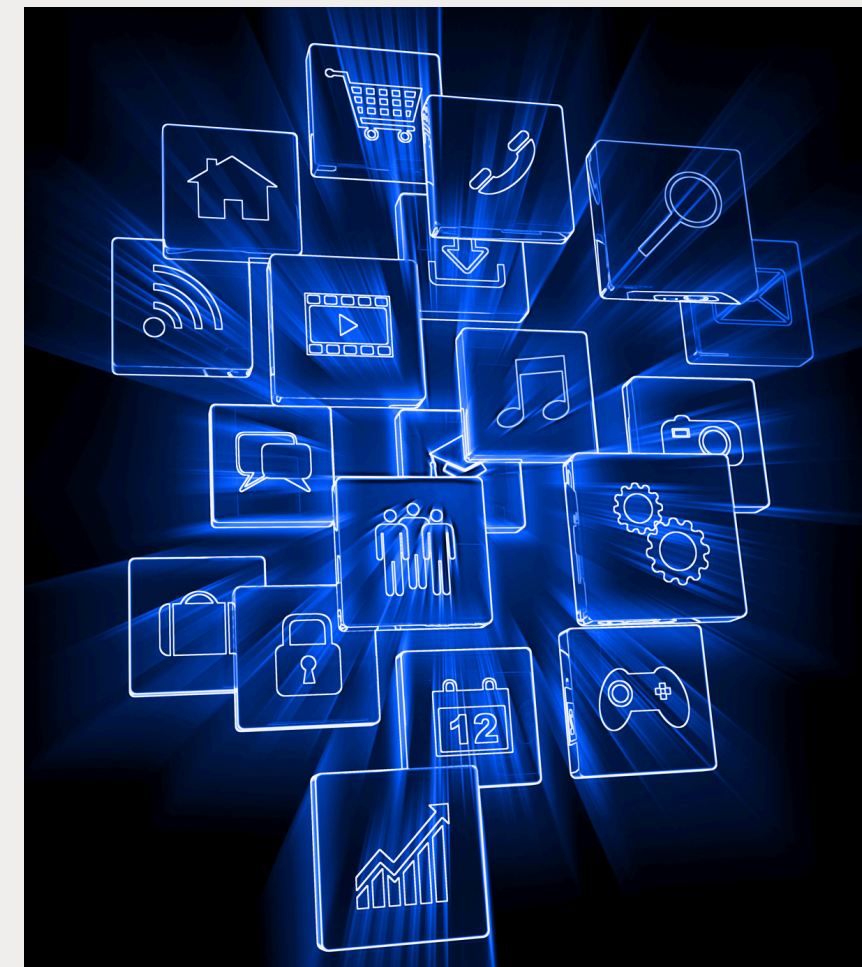
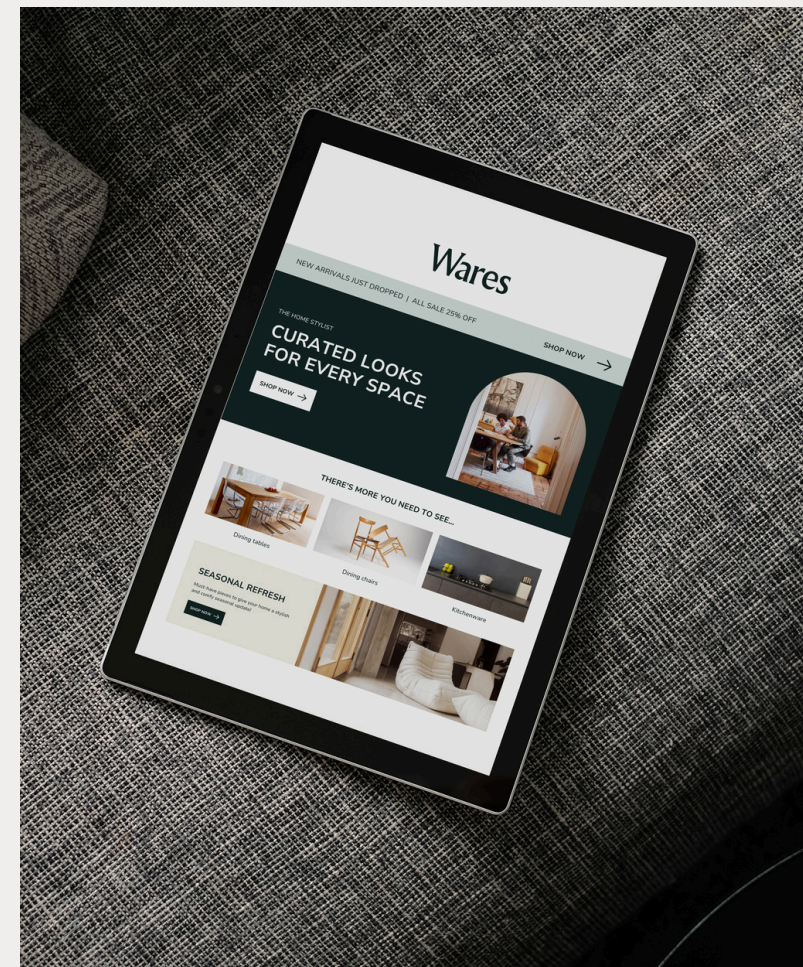
VIDEO CONTENT STRATEGIST

CREATIVE PRODUCER

ACTIVATIONS & EVENTS

EXPERIENTIAL MARKETING

CUSTOMER EXPERIENCE



PORTFOLIO

Project

With a strong background in marketing, I've led dynamic campaigns across real estate, lifestyle, and creative sectors—driving brand growth through strategy, storytelling, and standout content. From luxury launches to digital campaigns and community events, my work blends creativity with results.



[01 PROJECT]



[02 PROJECT]



[03 PROJECT]



[04 PROJECT]

The logo for 'la nena coffee' features the word 'la' in a small, italicized script font above the word 'nena' in a large, bold, black sans-serif font. Below 'nena' is the word 'coffee' in a smaller, black sans-serif font.

la
nena
coffee

A café, design studio and homeware store all in one

www.instagram.com/lanenacoffee/



Middle Eastern-infused cuisine – with innovative dishes, luxurious cocktails, decadent desserts

<https://www.instagram.com/thehartlounge/?hl=en>



go-to spot for delicious, wholesome food, perfectly brewed coffee, and a cozy atmosphere

www.arrowsparrows.com

MORE CLIENTS

PROJECT

01

- Spearheaded a comprehensive revamp of the Private Luxury Forums website, enhancing user experience with refined design elements and improved functionality to elevate brand perception.
- Developed and executed a multi-channel marketing strategy, including social media, email campaigns, and seasonal initiatives to maintain high brand engagement year-round.
- Organised interviews on-site with attendees to strengthening brand identity and driving sustained audience engagement.
- Grew social media following by over 1,000, implementing strategic initiatives to boost audience reach and elevate online brand presence.
- Led email marketing campaigns, maximising open rates and conversions through optimised targeting, personalisation, and consistent audience engagement.
- Partnered with the Managing Director to project-manage key launches, ensuring seamless execution and timely delivery for impactful results.



PRIVATE LUXURY IS THE GLOBAL
COMMUNITY FOR LEADERS IN LUXURY,
CONNECTING AT REVOLUTIONARY
EVENTS TO CHANGE THE FUTURE OF
TRAVEL.



PROJECT 01



PRIVATE LUXURY SERVES AS THE OVERARCHING BRAND UNDER WHICH I
ALSO MARKETING THE INDIVIDUAL BRANDS/EVENTS LISTED BELOW.



PROJECT TWO

- Developed a robust social media strategy to drive engagement and growth.
- Managed monthly content scheduling across LinkedIn, Instagram, and YouTube.
- Provided briefing and training to the team, empowering them to become social media influencers and amplify brand awareness.
- Oversaw regular website updates to ensure content is current and engaging.
- Marketed and successfully launched a podcast, boosting visibility and audience engagement.
- Creating and working on paid media campaigns across LinkedIn and Google ads to increase brand awareness and drive high quality inbound leads.
- Strategic Partnerships: Sourcing and negotiating with sponsors and media partners, building strong relationships that amplify marketing reach.
- Performance Analysis: Managing campaign budgets and reporting on ROI to leadership, providing strategic recommendations for growth based on data-driven insights and conversion rate improvements using Salesforce.



**A VIDEOGRAPHY AND PHOTOGRAPHY
COMPANY SERVING A DIVERSE RANGE
OF CLIENTS INCLUDING CORPORATE
BUSINESSES, EVENTS, AND
INDIVIDUALS.**



PROJECT

03

- Developing campaign plans and managing the execution and reporting of multi-channel communications.
- Revamping each event website with design creating a brand personality and messaging.
- Creating engaging email and social marketing outreach including messaging, creative asset briefing and audience segmentation.
- Creating and working on paid media campaigns across LinkedIn and Google ads to increase brand awareness and drive high quality inbound leads.
- Strategic Partnerships: Sourcing and negotiating with sponsors and media partners, building strong relationships that amplify marketing reach.
- Performance Analysis: Managing campaign budgets and reporting on ROI to leadership, providing strategic recommendations for growth based on data-driven insights and conversion rate improvements using Salesforce.



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LARGEST AND MOST VALUED
PROCUREMENT NETWORK AND
INTELLIGENCE PLATFORM WITH FIVE
GLOBAL EVENTS PROVIDING INSIGHTS,
NETWORKING AND DISCUSSIONS.**



PROJECT FOUR

- Develop and execute data-driven marketing strategies and maintain a strong, differentiated brand identity across residential, commercial, and luxury real estate segments.
- Lead digital marketing efforts across social platforms with integrated campaigns (ads, SEO, email, influencer) to drive lead generation and maximize ROI.
- Organize high-impact events, activations, and community partnerships that boost brand visibility and engage target audiences.
- Align closely with sales teams to create targeted campaigns, shorten the sales cycle, and provide tools that empower agents to build their personal brands.
- Manage and mentor a cross-functional creative team, fostering a culture of innovation, collaboration, and efficient project execution.
- Use market research and performance analytics to refine campaigns, uncover new opportunities, and drive continuous revenue growth.



**A CLIENT-FOCUSED FIRM
SPECIALIZING IN SECONDARY MARKET
INVESTMENTS WITH A REPUTATION
FOR INNOVATIVE, TRUSTED PROPERTY
SOLUTIONS**



LET'S WORK *together*

Phone: +447597410962
Email: speaktomojo@gmail.com

