

Zara Patel

Social Media Manager

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Marcus Lloyd
Revolut

Dear Marcus,

I am writing to apply for the Social Media Manager position at Revolut. I have four years of experience growing brand audiences and driving measurable engagement across TikTok, Instagram, LinkedIn, and X, with a particular track record in fintech social content at Monzo.

At Monzo, I launched the TikTok channel from zero and grew it to 128,000 followers in 14 months with an average engagement rate of 7.2%. Three times the platform average for finance brands. I manage a content calendar of 25-30 posts per week across all channels and built a reactive content framework that lets the team publish topical posts within two hours of a trending moment, with three posts reaching over one million impressions each. Social-attributed app downloads increased 34% year-on-year. Before Monzo, I managed social for The Ordinary's UK market, growing Instagram engagement from 1.8% to 3.6%, and coordinated 40+ influencer collaborations on TikTok averaging 220,000 views per video.

Revolut's ambition to be the one app for all things money needs a social presence that matches that energy. I know how to make finance content feel native to platforms where attention spans are short and competition for the feed is fierce. I would welcome the opportunity to bring that approach to Revolut's social strategy.

Sincerely,

Zara Patel