

# Zara Patel

SOCIAL MEDIA MANAGER



## EXPERIENCE

**Social Media Manager**, Monzo, London *Apr 2023 – Present*

Own the social media strategy and day-to-day output across all Monzo social channels.

- Launched Monzo's TikTok presence from scratch — grew to **128,000 followers** in 14 months with an average engagement rate of 7.2%
- Manage a content calendar of **25–30 posts per week** across TikTok, Instagram, X, and LinkedIn
- Created a reactive content framework that lets the team publish topical posts within **2 hours of a trending moment** — 3 posts went viral (1M+ impressions each)
- Social-attributed app downloads increased by **34%** year-on-year based on UTM tracking and branch attribution

**Social Media Executive**, The Ordinary (DECIEM), London *Sep 2021 – Mar 2023*

Managed social content across Instagram and TikTok for The Ordinary's UK market.

- Grew UK Instagram engagement rate from **1.8% to 3.6%** by shifting from product shots to educational skin-science content
- Coordinated **40+ influencer collaborations** across TikTok — average video reached 220,000 views
- Managed the social component of **4 product launches per year** — each generated 2–5 million impressions in the first week

**Junior Social Media Manager**, Social Chain, Manchester *Jun 2020 – Aug 2021*

Client-side social media management at a social-first marketing agency.

- Managed accounts for **5 clients** simultaneously including Missguided, boohoo, and Kellogg's
- Wrote and scheduled **80–100 posts per week** across platforms, maintaining distinct brand voices for each client
- Ran a **TikTok campaign for Kellogg's Crunchy Nut** that generated 4.8 million views in 7 days

## CERTIFICATIONS

**Meta Certified Digital Marketing Associate**, Meta *Sep 2022 – Sep 2025*

**Sprout Social Certification**, Sprout Social *Jun 2023*

## PROJECTS

**Monzo TikTok Launch** *May 2023 – Jul 2024*

Built Monzo's TikTok channel from zero, defining content pillars, format templates, and a posting cadence.

- Grew to **128,000 followers** in 14 months — making Monzo the fastest-growing UK fintech on TikTok in 2024
- Average engagement rate of **7.2%** — 3x the platform average for finance brands

**The Ordinary UK Product Launch Playbook** *Jun 2022 – Dec 2022*

Developed a repeatable social launch framework for The Ordinary's UK product drops.

- Created a **14-day launch timeline** covering teaser, reveal, education, and UGC phases
- Framework adopted globally — used for **12 product launches** across all DECIEM markets

## PROFILE

Social media manager with four years of experience growing brand audiences and driving engagement across Instagram, TikTok, LinkedIn, and X. Currently managing social for Monzo, where I grew TikTok from 0 to 128,000 followers in 14 months. Previously ran social at a D2C skincare brand and an agency. I think about social as a product, not just a channel — every post has a job to do.

## EDUCATION

**BA (Hons) in Communications and Media**

University of Leeds, Leeds

*Sep 2017 – Jun 2020*

## SKILLS

- Social media strategy & planning
- TikTok, Instagram, LinkedIn, X management
- Content creation (Canva, CapCut, Premiere Rush)
- Community management & engagement
- Influencer outreach & coordination
- Sprout Social & Hootsuite
- Social analytics & reporting
- Paid social (Meta Ads, TikTok Ads)
- Reactive & trend-based content
- Brand voice development

## LANGUAGES

- English (native)
- Gujarati (conversational)

## REFERENCES

**Tristan Sherwood**

Head of Brand & Marketing, Monzo,  
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**Amy Cheung**

Marketing Director, UK, DECIEM,  
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## CONTACT

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## EXTRA CURRICULAR ACTIVITY

### **Speaker – Social Day Conference**

*Jun 2024 – Jun 2024*

Gave a talk on building a fintech brand on TikTok to an audience of 250 marketers at the 2024 Social Day conference in London.

### **Mentor – Girls in Marketing**

*Jan 2023*

Mentor 2 early-career social media professionals through the Girls in Marketing mentorship programme. Monthly 1-hour sessions covering career strategy, portfolio reviews, and interview prep.