

Alexandra Mara Melita Pozdarie

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Content specialist with experience in strategy, trend research, and content creation. Expertise in social media, copywriting, and cross-platform brand storytelling.

Employment history

Content Creator – Freelance (Youtube & TikTok) | Jan 2025 – present

- Script, film, and edit video essays on topics related to fashion, luxury & pop culture
- Recently launched a TikTok channel to expand reach and experiment with short-form video content

Product Writer – Yoox Net-a-Porter | May – Sept. 2024

- Write product details and editor's note for ready-to-wear products on Net-a-Porter website

Researcher – Youth Style Collectives 2025 - Stylus | May – Sept. 2024

- researched emerging youth culture trends within the fashion and beauty industries for annual publication

Social Media & PR Assistant - Mess Magazine | May 2022 – Sept. 2024

Social Media

- developed and executed Instagram strategy (content planning, visuals, copywriting) - driving a 60% rise in engagement
- created live content from Paris, London and Copenhagen Fashion weeks

Content Manager & Editor - CosaVostra (creative agency, luxury marketing) | Dec. 2022 – Dec. 2023

Social Media

- managed Instagram accounts of luxury winemaker Domaines Barons de Rothschild: content calendar, copywriting, visuals
- produced monthly social media performance reports with actionable insights

Editorial

- wrote interview questions for guests on the TAG Heuer Podcast: Ryan Gosling, Summer McIntosh, Fred Kerley, Daniel Ricciardo, Pascal Wehrlein
- wrote SEO lifestyle articles for the TAG Heuer online magazine 'The Edge'

Strategy

- researched & created strategy for the Krug Single Ingredient campaign and cookbook targeting increased engagement in the 20–35 luxury demographic

Education

Central Saint Martins - MA Fashion Journalism | Jan. - Dec. 2024

London School of Economics - MSc Conflict Studies | 2020 – 2021

Durham University - BA International Relations | 2017 – 2020

Software Skills

Adobe Creative Suite (Photoshop, Adobe Illustrator, InDesign)

Figma, CMS, Social media analytics tools

Video Editing: Premiere Pro, CapCut

Languages

English – fluent, written and spoken

German – intermediate, written and spoken

Mandarin Chinese – intermediate, written and spoken

Romanian - native

Published work

ODDA Magazine Issue 28: Interview with Portia A. Buckley; Split-toes, red-soles, and a shoe lover's paradise – Louboutin x Margiela Collaboration

Flanelle Magazine: Sinead O'Dwyer SS25 show review