

Alexa Mezey

Social Media Strategy and Digital Marketing

A strategic and creative campaign leader with a proven track record in digital marketing innovation, audience engagement, and social media management for international brands. With extensive experience across both agency and client-side roles, I have successfully driven brand awareness through multi-channel campaigns.

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🌐 <http://bit.ly/2RoElyP>

📍 West Hampstead, London

ABOUT ME

With a deep passion for culture and a strong background in digital marketing, I bring a wealth of experience in planning and executing innovative campaigns, maximizing audience reach, and overseeing social media and production strategies. My current role at Canon EMEA has honed my ability to strategise for large markets, while also allowing me to lead project teams in delivering high-impact, creative solutions that align with business objectives.

EXPERIENCE

Canon EMEA, London: Social Media Manager, EMEA territories

<https://www.canon-europe.com>

📅 06/2020 – present

Planning and implementing social media-focused strategies for EMEA markets, in line with Canon's brand purpose and business objectives.

- Taking ownership of two key channels: Canon Europe's YouTube presence and the Canon EMEA Pinterest channel. This includes acting as a consultant to the business on these channels, as well as driving content and publishing strategy and analysing results.
- Continually planning and delivering solid creative campaign frameworks for product launches and brand awareness for 32 markets throughout the year. However, each campaign must be flexible enough to be utilised across many territories and shaped to suit widely differing audiences.
- Led high-pressure live social media coverage for Canon's annual Student Development Programme, overseeing the on-site production team while managing the central Canon Instagram channel. Developed the production plan from the ground up and conducted interviews with prominent brand ambassadors, ensuring seamless content creation and publication.
- Strategising and shaping key influencer campaigns and collaborations that increase Canon's reach and relevance with target audiences. An important and often unseen aspect of these campaigns involves forming meaningful long-term relationships with influencers.
- Working harmoniously with all marketing channels and channel owners to amplify creative campaign content, conceive new ideas and together provide well-rounded and successful integrated campaigns that are both in line with external marketing objectives and effectively communicated across internal comms channels.
- Driving the implementation of Canon's new social media attribution model to ensure analytics and reporting capabilities respond to comms and business objectives.

Air Partner, London: Digital Marketing Executive

<https://www.airpartner.com>

📅 12/2019 – 05/2020

Creating and sharing digital content that resonates with Air Partner's audiences

- Executing social media and digital content strategies that improved audience engagement and contributed to the overall business objectives.
- Planning and writing blog content that is both on-brand and aligned with comms and business objectives.
- Improving brand communications through the creation of a weekly social media content calendar for a variety of appropriate platforms.
- Undertaking social media PPC campaigns (planning, executing and optimizing) within a framework of key business objectives and KPIs.
- Reporting on digital metrics, providing actionable insights to inform campaign optimization.

Uniomedia, Budapest: Project & Campaign Manager

<https://uniomedia.hu/>

📅 05/2019 – 08/2019

Working primarily on the Hungarian Telekom account, a key client for Uniomedia, I undertook a variety of tasks to deliver effective campaigns to tight timeframes and on budget.

- Creating a social media communication strategy and subsequent content calendar, as per the brief, in line with the Hungarian Telekom brand purpose and marketing objectives.
- Copywriting for social media, principally Facebook and Instagram.
- Acting as both Project Manager and key client contact on a social media video series. This involved the management of scriptwriters, working with directors, briefing photographers and stylists, and managing the expectations of all stakeholders.

Springer & Jacoby, Budapest: Account & Campaign Manager

<http://sibp.hu/>

📅 06/2018 – 05/2019

Creating digital marketing campaigns for three retail-focused clients: Penny Market, Westend City Center and Premier Outlet.

- Using high degree of project and stakeholder management to plan digital marketing and social media communications strategies across three distinct brands.
- Keeping brand objectives and campaign KPIs in clear sight.
- Planning, executing and optimising social media PPC campaigns for each client.
- Acting as key account manager for a TV production activation for Penny Market with a budget of £80,000.

Armadillo Creative Agency, Budapest:

Account Manager, promoted to Lead Account & Campaign Manager

<http://armadillo.hu/>

📅 09/2015 – 08/2017

📅 08/2017 – 06/2018

Supporting Armadillo's clients through integrated campaign planning with a digital focus. Notable clients – AAA Auto, UNode50, Bonprix, Otto, Candy and QLM.

- Working efficiently across all clients to plan their digital integrated campaigns, while keeping a careful focus on their distinct brand and marketing objectives.
- Creating product-centric marketing strategies with appropriate key messaging, effective platform splits and realistic campaign timelines.
- Working within pre-defined budgets for all clients and communicating quotes and costs.
- Running social media PPC campaigns and Google Ad campaigns that met business objectives and KPIs
- Leading a quarterly internship programme and mentoring interns during their three months with Armadillo, monitoring their progress, delivering training sessions and giving feedback.

Kreatív Kontroll, Budapest: Copywriter

<https://kreativkontroll.hu>

📅 03/2015 – 10/2015

Copywriting for multiple accounts in English and Hungarian, including web copy, newsletters, social media, product packaging and more.

EDUCATION

Online Marketing Manager | EDUTUS Graduate School

📅 2015 – 2016 ♡ Budapest

Literature and Cultural Studies (MA) | ELTE BTK

📅 2012 – 2014 ♡ Budapest

Hungarian Literature (BA) | ELTE BTK

📅 2009 – 2012 ♡ Budapest

- Editorial studies minor
- Cultural studies minor

NOTABLE WORK

Creative Mentor Network

📅 2023 - present 📍 London

Role: Mentor

Project: Last year I decided to take on a mentoring role with the [Creative Mentor Network](#). Creative Mentor Network is a charity training mentors in the creative field to make the industry more diverse and inclusive. They are supporting young people from lower socio-economic backgrounds into careers in the creative industries through mentoring, and by training us, the mentors, to be more inclusive industry leaders.

I was honoured to have been chosen as a mentor to support the programme and help my mentee with practical tips and useful insights into the industry while helping him start to build his connections in the industry.

Canon Student Development Programme for Canon EMEA

📅 2023 - present 📍 London

Budget: €360,000

Project: Created the social media strategy, content calendar, and production plan for Canon's annual Student Development Programme, amplifying engagement across EMEA. Managed live coverage and content creation for Instagram, coordinating a high-profile production team on-site in Girona and Perpignan. Conducted interviews with renowned photojournalists and brand ambassadors, delivering a cohesive, cross-channel marketing approach.

Outcome: 2023 was the first year myself and the production team attended the workshop and the work we've done made a huge difference in the programme's reach and awareness. We produced high-impact live content, driving 25K+ views on Instagram reels and boosted overall social media engagements by over 2,500, exceeding campaign objectives. In 2024 we've had extremely positive feedback on the content from previous years and many finalists found the programme thanks to content published.

Launch Event Campaign for Canon EMEA

📅 2023 📍 London

Budget: €300,000

Project: In order to create a buzz around the launch of Canon's dedicated vlogging camera, the PowerShot V10, I was responsible for creating the social media strategy and the launch event framework for influencers and media, that could be rolled out to key markets. The framework defined the overall launch strategy, the event theme, objectives, KPIs as well as influencer guidance. As part of the HQ team, I was also responsible for reviewing the launch event plans and the suggested influencers for the G6 markets.

We've also planned a vlogging challenge as part of the social media strategy, which was launched by our hero vlogger, amplified by the EMEA markets and incorporated into the launch events as well as into their H2 influencer campaign plans.

Outcome: The launch has been extremely successful within our target audience and we have reached our KPIs for views on YouTube as well as for ER on owned and influencer content. The framework proved to be working really well, which helped the countries to organise successful launch events. The feedback on the product has also been extremely positive, which resulted in a higher number of influencer deliverables than what we contracted.

Creative Print Campaigns for Canon EMEA

📅 2021 - present 📍 London

Budget: €100,000

Project: The 2021 and 2022 comms objective for Canon's consumer print campaigns was to tap into important conversations around diversity, inclusion and mental health. In response, I led the launch of the 'Love Is All Around' campaign in February 2021, the 'Colour With Canon' in November that year, followed by the 'Heart On Your Sleeve' campaign in 2022. Each campaign worked with London-based illustrators, who produced exclusive printable designs for Canon that were available for free download from the Canon EMEA-wide websites. All the campaigns were supported by influencer collaborations across G6. The 'Heart On Your Sleeve' campaign was extended with an internal comms activation in Canon's brand new office space, engaging and educating colleagues within a workshop and at a mental health stand in the coffee shop area.

Outcome: Each campaign saw a significant increase in traffic to the landing pages and over 3,000 downloads took place during the campaign periods. The campaign also successfully drove significant traffic to the relevant product pages. As a result, this approach will be continued in future campaigns in 2023.