

# ROBI CHOWDHURY

SOCIAL MEDIA CONSULTANT, PHOTOGRAPHER  
AND FILM-MAKER

I'm an experienced London based creative with a background in social media, journalism, print and digital media, as well as viral and online marketing. I'm also a published writer and filmmaker with an extensive film and editorial portfolio.

[www.robichowdhury.com](http://www.robichowdhury.com)

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PRESENT



## **Walthamstow Wetlands**

Visitor Centre Assistant

Helping run the day to day operations at the Walthamstow Wetlands Visitor Centre; including the shop, as well as engaging with customers and site visitors. First port of call for new people exploring the nature reserve.

PRESENT



## **AFK Retreats**

Founder

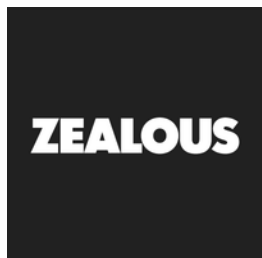
I run a small travel startup that specialises in developing and hosting creative retreats around the world. Find out more at [www.afk.rest](http://www.afk.rest)



## **KidZania London**

Social Media Executive

Resident on-site social media specialist. Responsible for driving sales, increasing brand awareness and community engagement by using a variety of social media platforms. The work also includes planning and delivering a schedule of online activities, as well as building in reactive opportunities as and when they arise.



## **Zealous Co**

Community Manager

Key Responsibilities

- Sourcing creatives to for platform (and opportunities)
- Day to day engagement of company social media channels

Key Achievements

- Curating of the Zealous X Festival 2016
- Increasing the social media engagement of the company channel



## Supernova Studios

Co-Founder

My own creative marketing and film agency where we help brands and charities raise their profiles using social media and other marketing platforms.

### Key Responsibilities

- Consulting on how to develop great social media campaigns
- Helped people find their voice and tone of their brand and offered engagement ideas
- Trained clients on how to write valuable digital social content
- Directed/Shot/Edited films for brands (editing using Final Cut Pro x)

### Key Achievements

- Assisted Hilton in the Community Foundation create their social media strategy
- Developed a successful digital and offline marketing campaign at the Halal Food Festival where we managed to run our own marketing, as well as film the event using a team of film-makers
- Created an engaging and successful guerilla marketing campaign for a food brand in Camden, and used video content to promote a new menu they had developed.



## emel Magazine

Web Editor / Social Community Manager / Journalist

I managed emel's day to day presence on the web. This was not restricted just to the website, but also the range of social media networks and blogs. In essence, I was also an online social community manager. The role involved writing copy, image editing and photo manipulation, occasional videography and video editing, an element of marketing and advertising and most importantly - listening.

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## EDUCATION

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### BA Hons Media Writing

The University of Greenwich

### BTEC National Certificate in Computing

Leyton Sixth Form College

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## CREATIVE TECHNICAL SKILLS (DIGITAL)

Image manipulation,  
typography and design (for  
print and web)

Digital Photography (using a  
Canon 70d)

Videography - Produced,  
directed and shot film and  
can edit on Final Cut Pro X

## THEORY AND WORKING KNOWLEDGE

Branding / Typography /  
Design / Community  
Management / Social Media  
Marketing / Content Creation  
/ Marketing Consultation

Copywriting for print and web

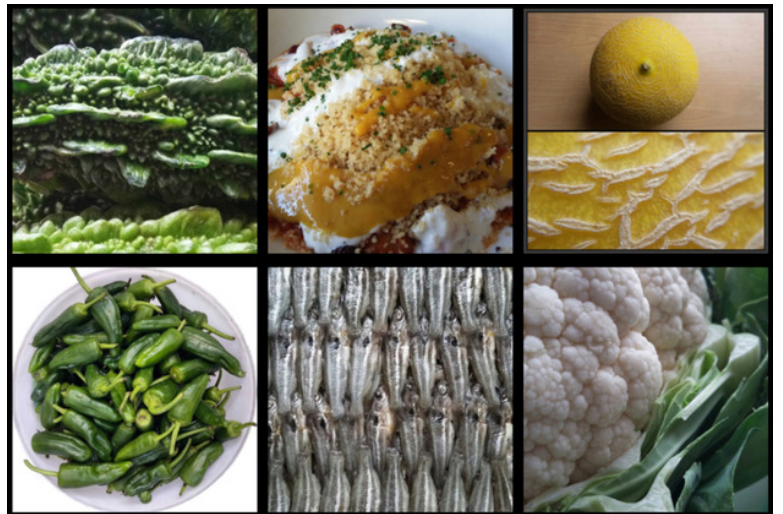
Conceptual design thinking

# Why work with Robi

I'm a multi-disciplined creative with a number of different hats on; ranging from copywriting, marketing, graphic design, film, photography and social media.

I've been immersed within the world of food and marketing for almost 9 years when I began my career after university within the field of journalism working for an international lifestyle magazine; from there I turned to design, photography and film.

Fast forward a few years and I've been involved with a variety of organisations from being a community manager for a tech startup, to running my own creative marketing agency in East London.



Photography by Robi Chowdhury



## A FEW FOOD RELATED HIGHLIGHTS OF MY CAREER (SO FAR)

Former Creative Director at  
Halalgems

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Social Media Manager at

FatBurger UK  
Redemption Bar  
Tahini and Falafel

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I've consulted and helped in  
running an innovative  
marketing campaign at  
Guanabana London (including  
shooting a film for them)

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I've done social media crisis  
management at Flamin Grill,  
Walthamstow and run  
workshops on how to best  
manage food brands online.

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Photography by Robi Chowdhury

## DESIGN HIGHLIGHTS

I've rebranded two national  
charities

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Proficient in art direction,  
graphic design (for print and  
digital)

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Published photographer and  
film-maker (with a viewable  
online portfolio)

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## WHAT YOU'RE AFTER

We wish to speak to people who:

- Have the ability to write engaging copy that will resonate with a discerning foodie audience

- Have the digital design skills to create strong advertising, poster, and menu layouts

- Are able to source (or take!) good images to bring posts to life and convey the right message

- Are motivated and self-starting, able to identify where they can add value

- Can show strong experience in this field

This role would be one or two days per week equivalent, and on an extremely flexible work pattern, with the hours perhaps spread over three or more days to suit, working from any of our sites and sometimes from home. The role has room to grow into a broader marketing, PR or branding role for a candidate with the right experience.

## HOW I CAN HELP

**I've got an extensive editorial portfolio with work that has been published in a lifestyle magazine**

**What do you think of this document so far? I can pick up more as I get to know the brand**

**You can check out my photography portfolio on my website. I've got a food section there too. I've also commissioned work through other photographers as well**

**What do you think of this page?**

**I run a number of different ventures including a travel start-up company and also as a freelance consultant. My hours can be flexible to suit you and I'm always happy to accommodate.**