

KERAN ALVIN EKEUH

07816231834 | keranekeuh@gmail.com | Digital Creator & Marketing Strategist | [LinkedIn](#) | London/Kent

EDUCATION

Loughborough University | MSc Finance and Management (CIMA accredited, 11 exemptions) September 2025 – September 2026

University of Sussex | BSc Marketing and Management with Psychology September 2022 – July 2025

PROFESSIONAL EXPERIENCE

BI WORLDWIDE | Loughborough University, Financial Strategy & Consultancy Project June 2026 – September 2026

- Led a live client brief for BI WORLDWIDE, researching how organisations measure the commercial value of experiential campaigns, producing strategic recommendations adopted directly into their client reporting toolkit.

Phat Buns | Digital Creator & Marketing Consultant September 2025 – Present

- Built an organic content strategy generating 200,000+ views; contributed to brand positioning decisions and led the PR launch event with Loughborough Lacrosse and local creators.

Founder | Bloom by Ekeuh & Co Jul 2025 – Present

- Founded a fractional consultancy for startups and SMEs, delivering brand positioning strategy, audience segmentation, market-entry campaigns, and KPI-driven performance reporting, including a go-to-market plan for a Canadian logistics client.

Sussex Men's Lacrosse Team | Head of Marketing and Social Media August 2024 – August 2025

- Grew Instagram from 800 to 1,200+ followers (+40%), lifted engagement 25%, and achieved 179,442 page views, segmenting content by audience type (recruitment, matchday, events) to drive 50 sign-ups and contribute to BUCS Tier 1 promotion.

Gemma Bell and Company | Communications & Marketing Intern June 2024 – September 2024

- Managed Instagram for 4 hospitality clients via Sprout Social, applying audience segmentation to optimise posting schedules by demographic behaviour, driving a 15% interaction uplift and 10% engagement growth through A/B tested content formats. Supported a paid media campaign and produced organic SEO-informed email marketing copy; built 100+ media contacts, curated 2 event guest lists at 85%+ RSVP rates, and edited 10+ videos generating 3,000+ views.
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Selected Academic Projects

Brand Equity: Adidas USA (1st): Applied Keller's Brand Resonance Pyramid to diagnose emotional resonance deficit vs Nike across brand awareness (95%), loyalty, and usage metrics; recommended lifestyle branding, influencer partnerships, and audience segmentation by consumer psychographic to close the gap.

Media Planning (1st): Analysed reach/frequency trade-offs using Pepsi and John Lewis campaigns; concluded media mix optimisation and frequency thresholds outperform raw reach as ROI predictors across fragmented digital environments.

Sustainable Marketing: The White Company: Evaluated sustainability strategy using triple bottom line, five forms of capital, and B Corp certification framework (score: 81.7 vs 50.9 median); benchmarked against West Elm on ESG supply chain practices; identified gaps in GHG reduction and biodiversity disclosure.

NOTABLE RESPONSIBILITIES/LEADERSHIP DEVELOPMENT/EXTRACURRICULARS

Content Creator | TikTok & Instagram since July 2025

- 300+ videos, 1.5M+ views, 100,000+ likes; secured paid briefs and gifting partnerships with Munch, Pulse Lacrosse, Phat Buns, and Culture Collective.

Creator of the Year | BUCS Sport 2026

- Awarded for making BUCS Lacrosse accessible to new audiences through creative digital storytelling; also recognised as 2nd Best Storyteller at BUCS Sport 2025
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SKILLS AND INTERESTS

Languages: English (native proficiency), French (advanced conversational proficiency)

Technical: Sprout Social, Google Analytics, Adobe Premiere Pro, Capcut, Canva, MS Office, CRM

Marketing: Brand positioning, A/B testing, email marketing, organic SEO, paid media, audience segmentation, content strategy, community management, influencer & brand partnerships, campaign planning, market research, consumer insights