

Social Media Manager, Copenhagen

Sandra Timura

Social media specialist who builds organic channels that grow on their own merit. At Vivino, I took global organic social from 108K to 8.8M accounts reached in 16 months with no branding budget. I combine strategy and data analysis with hands-on creation: concepts, short-form video, shoots on location, copy and community.

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Results

8.8M accounts reached and 22.3M impressions on Vivino's organic social (Jun 2025 to Sep 2026), up from 108K in the previous period, with zero media spend

About 60% year-over-year growth on Vivino's social account, gaining **80k+ new organic followers**

+194% reach and +170% follower growth for Canvas Student in one reporting period, after moving the feed to people-led content focused on community building

Experience

Social Media Manager, Vivino 05/2025 to 11/2026

Global wine app. Owned community building, organic social strategy and execution across Instagram, Facebook, Pinterest, Threads and X, plus paid social creatives globally.

- Built Vivino's organic strategy from the ground up: content pillars, posting cadence and community approach, later formalised into a data-backed plan for 2026 to 2027
- Created recurring formats that became audience favorites, several of them going viral with 1.4M+ impressions, reaching hundred thousands of people
- Diagnosed a two-month reach decline through analysis of 93 posts, found educational carousels outperforming reels, and led the recovery plan
- Planned the Black Friday and high season creative split across Meta, Snapchat and TikTok, matching native formats to each platform
- Set up ManyChat automation for engagement support and community building on Instagram

Experience, continued



Freelance Social Media Manager, Canvas Copenhagen 06/2026 to present

Student and residential housing across Frederiksberg, Nordhavn and Amager.

- Moved brand's Instagram profiles from static, infographic-style posts to a people-led feed featuring residents and spaces, growing the channel by 170%
- Grew Canvas Student reach by 194% and interactions by close to 100% in one reporting period
- Produced content including resident shoots, and delivering paid social videos for campaigns

Freelance Content Creator and Social Media Manager 2024 to 2025

- Søren Bjørngaard (supplement start-up): launch feed, content, logo and packaging design
- Mothery (e-commerce for mothers): led shoots and product photography, wrote blog posts and articles

UGC Content Creator 04/2026 to present

- Produced and edited UGC video content for brands including Gisou, Cult Beauty, Gina Tricot, Exercere, Vivino and more.

Selected project

Winery content across Europe Vivino

Planned and led on-location shoots at wineries in Tuscany, Veneto, Mallorca, Champagne and Provence, including Avignonesi, INAMA, Tinazzi and Nicolas Feuillatte. Handled the full production: winery relationships, content licence agreements with legal, talent releases, and a brief that mapped each trip to possible CRM email campaigns.

Education

Master's degree, Marketing Management 10/2024 to 10/2025
College of Economics and Management (VŠEM), Prague

Bachelor's degree, Entrepreneurship and Innovation 08/2022 to 02/2024
VIA Design and Business

AP Degree, Marketing Management 2020 to 2022
VIA University College

Skills



Craft	Organic social strategy, content concepts and recurring formats, short-form video, art direction on shoots, copywriting, community management, paid social creatives, social analytics and reporting, stakeholder and client management
Tools	Figma, Meta Business Suite, ManyChat, Riverside, CapCut, Adobe, Later, Buffer, Hootsuite, Canva
Languages	English (fluent), Danish (beginner), Spanish (beginner), Slovak (native)