

Lucia Birley



I'm a people-focused suit with a background in Psychology and Marketing, driven by what shapes identity, behaviour, and culture. I bring that lens to everything I do: building genuine relationships, supporting content that resonates, and keeping projects moving with clarity and care. I apply my ability to understand human behaviour and turn those insights into meaningful, impactful experiences, especially in the digital world. Whether liaising with a client, coordinating content delivery, or shaping digital user journeys, I'm drawn to work that's thoughtful, collaborative, and culturally in tune. Above all, I care about making things that feel real, the kind of work people actually want to engage with and remember.

CONTACT

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EDUCATION

Bachelor of Commerce – Marketing
Bachelor of Arts – Psychology
The University of Auckland | 2021–2024
Victoria University of Wellington | 2020
Focused studies:
Special focus on consumer behaviour, sustainable, marketing, cultural psychology, and digital strategy.

SKILLS

Marketing, Digital, Strategy & Culture
Customer Experience (CX) & CRM
Client & Stakeholder Management
Cross-Team Collaboration
Talent Coordination & Relationship Building
Digital Campaign Execution & Optimisation
Content Strategy & Creative Briefing Development
Trend Spotting
Platform Proficiency (Meta, TikTok, YouTube, CMS)
Data Analysis & Reporting
Project Coordination & Logistics Management
Empathy-Driven, Adaptable, & Determined

References available upon request.

EXPERIENCE

Account Executive

4AM – Award-Winning Creative Agency | Auckland, NZ

- Led digital campaign execution and content delivery across platforms supporting strategy and optimisation in line with KPIs.
- Direct management of clients' back-end CMS and CRM systems, optimising for customer engagement and journey effectiveness.
- Supported paid media planning, campaign setup, and reporting across Meta, YouTube, programmatic, and outdoor.
- Coordinated cross-functional teams including creative, strategy, and media.
- Acted as key liaison between clients and internal teams, maintaining clear communication and responsiveness.
- Drafted, edited, and proofread proposals, briefs, and reports to ensure clarity and accuracy.
- Proactively managed campaign timelines, asset delivery, and internal communications to ensure smooth execution.
- Maintained up-to-date knowledge of industry trends and tracked culture, platform trends, and digital behaviours.

CRM Client Liaison (Contract)

Blue Wing Honda | Auckland, NZ

- Focused on direct customer engagement for CRM initiatives, proactively reaching out to customers to gather feedback about their experiences.
- Translated qualitative customer conversations into actionable analytic data and insights for internal teams.
- Gained firsthand insight into customer relationship management (CRM) and the process of turning raw feedback into useful data within the automotive industry's digital ecosystem.

Brand Researcher & Designer

IGOTGOLF – Golf Equipment Start-Up | Auckland, NZ

- Led comprehensive market research and brand positioning targeting a younger audience to disrupt a traditionally conservative market.
- Developed brand strategy, tone of voice, and visual identity guidelines.
- Delivered a full brand package for website, launch, and ongoing digital content.