

FREYA SHAH

BRAND, CREATIVE STRATEGY & MARKETING



CONTACT

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- [LinkedIn](#)
- [Portfolio](#)

SKILLS

- Creative Strategy
- Brand Positioning
- Content Planning
- Visual Storytelling
- Market Research
- Project Coordination
- Meta Business Suite
- Canva, CapCut & Peachy
- Microsoft Office

EDUCATION

CATÓLICA LISBON SCHOOL OF BUSINESS & ECONOMICS

Lisbon, Portugal 2023 – 2026
International Undergraduate
Program in Business
Administration
Graduation expected November 2026

LOUGHBOROUGH UNIVERSITY

Loughborough, UK 2025 – 2026
Business School Exchange
Student, Undergraduate
Full Year

LANGUAGES

- ENGLISH (Native / bilingual)
- HINDI (Native / bilingual)

SUMMARY

I work best at the stage before execution: turning audience insight into clear concepts, distinct content systems and organised delivery. I care about work that feels intentional, looks sharp and actually performs.

EXPERIENCE

MGM MUTHU HOTELS

July – September 2025

Marketing Intern – Algarve, Portugal

- Led social media and content strategy for the hotel group, scaling one pilot account into a structured system across seven properties.
- Researched high performing hospitality accounts globally, studying both large followings and smaller accounts with strong reach, to identify what drove engagement: hooks, formats, posting rhythms, studio quality and editing style.
- Built a distinct visual identity for each hotel through moodboards, studio selection and tailored editing, so every property had its own look and feel.
- Used Meta insights and performance data to refine content and timings, lifting engagement from a low baseline where most reels had been averaging 400 to 600 views.

MNK CONSULTANTS

April – July 2023

Intern, Projects – Mumbai, India

- Researched the senior consumer market in India and internationally for GenSxtx Tribe Pvt. Ltd., the project that launched from this work.
- Turned market, demographic and competitor research into presentations and helped design a clear, accessible website for older users.
- For Vanashakti, completed an on site visit and presentation, then planned, filmed and edited a reel for its social media.

PROJECTS

- StudentVerse** - Created brand identity and social content strategy for a student focused platform, start to finish.
- Shutter Island** - Developed a narrative script from concept through final draft, handling structure, arcs and pacing.