

AMELYA CLIFF

Roger Dowley Court, London E2 9NJ • 07478 347792 • amelyacliff@gmail.com

Creative leader and content strategist with 15+ years across journalism, SEO, brand, and paid media. I build the systems, teams, and strategies that allow Creative to scale without losing quality, voice, or speed. I bring rare breadth across the full creative spectrum – equally comfortable directing a full production shoot, writing research-backed long-form content, or owning a data-driven content strategy end-to-end. My particular talent is taking complex, technical, or dry subjects and turning them into clear and compelling content people actually want to read, watch, or share. AI is central to how I work: I actively test and incorporate new tools, models, and functions as they emerge, and treat it as the force multiplier it is. Detail-obsessed, energised by complexity, and most effective when creative ambition and commercial rigour are in the same room.

EXPERIENCE

Fyxxer AI 2025 – Present *Creative Producer & Senior Creative Operations Manager*

One of the fastest-growing AI startups in the world; inbox organisation and productivity tool.

- Owned end-to-end production across video, stills, and static design – directing shoot days, writing briefs, building call sheets, and sourcing all talent, locations, props, and equipment.
- Produced high-quality video ad campaigns across multiple platforms from brief to wrap, including a three-week turnaround delivering 3 broadcast-quality ads on a £30k budget – a typical example of the pace and standard expected.
- Built, resourced, and managed a creative team of 20 in-house and freelance writers, videographers, designers, and photographers, maintaining quality and velocity simultaneously.
- Architected the team's full operational infrastructure from scratch: built Notion, then led an end-to-end migration to monday.com – negotiating the contract, designing the boards, and training the team.
- Introduced and owned vendor relationships for Air, Notion, and monday.com, translating creative and business requirements into scalable, AI-augmented tooling decisions.
- Drove creative strategy and production for new channel launches across YouTube, TikTok, and LinkedIn, developing platform-native formats from the ground up.
- Embedded AI tools across the production workflow to accelerate brief writing, creative iteration, and asset management – consistently finding new ways to compress timelines without sacrificing quality.

Fyxxer AI (Contract) 2025 *Content Lead / Marketing Manager*

- Led a high-output creative function delivering 300+ monthly assets across paid and organic channels, owning strategy, quality, and brand voice end-to-end.
- Owned paid creative strategy across Meta, TikTok, and additional channels – analysing performance data to brief, iterate, and optimise ad creative at pace.
- Drove cross-functional alignment between Creative, Product, Sales, and Events – acting as the connective tissue between creative output and business goals.
- Ran a structured customer insights programme, using qualitative feedback to sharpen tone of voice and inform creative direction across channels.
- Led creative strategy and execution for product launches, events, and sales enablement, from brief through to final asset delivery.
- Used AI tools throughout – for research, briefing, copy iteration, and workflow optimisation – raising team output without increasing headcount.

Thrive Tech 2023 – 2024 *Content Marketing Manager*

Psychometric assessment and workplace wellbeing platform for businesses.

- Built an SEO-led content engine from zero, growing organic traffic significantly and hundreds of LinkedIn followers within the first year.
- Produced weekly long-form articles, white papers, and product explainers rooted in behavioural science and psychometrics, optimised for search and conversion.
- Developed tone of voice guidelines and content frameworks that gave the brand a consistent, credible voice across all channels.
- Owned content planning, writing, publishing, and performance tracking with a test-and-learn approach throughout.

Paal15 (Contract) 2022 – 2023 *Content Specialist*

Global consulting and go-to-market agency specialising in tech.

- Developed product positioning and GTM content for major tech brands, turning complex propositions into compelling narratives across site copy, messaging frameworks, brochures, and brand decks.
- Built messaging architectures that supported go-to-market strategy across multiple international tech clients.

Go Up 2021 – 2022 Senior Content Executive

Boutique SEO agency.

- Led SEO content strategy for a portfolio of tech, wellness, lifestyle, and professional services brands such as Egon Zehnder and EW Group.
- Grew Pasta Evangelists into a household name, driving thousands of monthly site visits through content-led organic strategy.
- Wrote high-ranking long-form articles and conversion-focused landing pages, coordinating with design and dev teams to ensure content met both SEO and UX standards.

YuLife 2018 – 2020 Content Specialist & Copywriter

B2B life insurance and employee wellbeing startup.

- Created and owned tone of voice from the ground up, establishing brand language across digital platforms, in-app copy, product storytelling, and campaigns.
- Delivered SEO blogs, newsletters, case studies, video scripts, and UX copy that drove measurable growth in organic reach and brand engagement.
- Worked across Product, Social, and external agencies to unify messaging across performance and organic channels.

Wix.com, Walla!, Alondon & others 2010 – 2018 Freelance Journalist & Translator

- Produced editorial content across lifestyle, health, politics, and pop culture for multiple publications and startups; conducted interviews, edited long-form features, and delivered English-Hebrew translations.

SKILLS & TOOLS

Languages: Native proficiency in English and Hebrew

AI Tools: Claude, ChatGPT, Lovable, AI Agents and MCPs for workflow automation, and a continuously expanding toolkit of emerging tools

Project & Operations: Notion, monday.com, Air, Asana, Jira

Marketing & SEO: HubSpot, Semrush, WordPress, Webflow

Creative & Design: Adobe Photoshop, Canva, Figma

Productivity: Google Suite, Microsoft Office, Microsoft CRM

EDUCATION

BPP Law School 2017

Graduate Diploma in Law (GDL) – Commendation Extended Essay: 'The status of the unborn foetus under English law'

London School of Economics (LSE) 2015

MSc in Sociology – Merit Dissertation: 'Fifty shades of "grey rape" – a methodological examination of women's definitions of rape'

OU of Israel 2014

BA in Politics, International Relations & Sociology – Distinction (88%) Dissertations: The revolving door policy and work immigration in Israel • The role of violence in anti-colonial struggles

ACTIVITIES & BACKGROUND

Enrolled in the gifted programme at school, I started my undergraduate university degree at 14. At 16, I attended United World Colleges (UWC) in Mostar, Bosnia and Herzegovina, one of the world's most selective international schools. I volunteered as a writer for charity website No-R for two years. I also did pro bono legal research for ATLEU on human trafficking in Pakistan, which is used by lawyers in asylum cases. Outside work: photography, music, reading, and a perhaps unreasonable passion for food.

References available upon request • British citizen – no visa required