LENKA CROSTON

Social Media Manager | Content Creator | Business Consultant

Brighton & Hove, UK

07427568703 | socials.by.lenka@gmail.com | IG socials.by.lenka

Dates, contact details and education specifics to be confirmed

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PROFESSIONAL PROFILE

Creative social media manager and business consultant combining hands-on content creation, social media strategy and a strong background in finance, operations and client service. Supports small businesses, wellness practitioners, therapists, female founders and charities with authentic storytelling, Instagram/Facebook management, reels, carousels, captions and community engagement.

EXPERIENCE

Founder | **Socials by Lenka** | 2025–Present

- **Social media strategy** and content planning
- **Filming and editing** short-form video, including reels
- **Creating carousels** and captions
- **Scheduling content** and managing audience engagement
- **Developing brand messaging**
- **Building client relationships**
- **Delivering workshops** and social media audits

Co-founder | **By the Sea Bookkeeping and Accounting** | [Dates]

- **Small-business bookkeeping** and client support
- **Business operations**

Kimberly-Clark | Treasury / In-House Bank | [Dates]

- **Treasury** and in-house banking operations
- **Financial controls**
- **Cross-functional collaboration**

EXPERIENCE — CONTINUED

Kimberly-Clark | Accounting to Reporting (ATR) | [Dates]

- **Accounting and reporting processes**
- **Reconciliations**
- **Maintaining accuracy** and meeting deadlines

Kimberly-Clark | Credit Control, Central Europe and Middle East | [Dates]

- **Credit control** and accounts receivable
- **Customer communication**
- **International stakeholder relationships**

Postal Services | [Dates]

- **Operations** and administrative experience

Aldi | Store Assistant | [Dates]

- **Customer service**
- **Retail operations**

McDonald's | Shift Manager | [Dates]

- **Supervised shifts**
- **Supported team training**
- **Maintained service standards**
- **Supported daily operations**

EDUCATION

Master's degree | Institution, field and graduation year to confirm

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SKILLS

Instagram and Facebook management; content strategy; storytelling; short-form video; CapCut; Canva; social media scheduling; copywriting; engagement; client relationship management; bookkeeping; finance operations; stakeholder communication; leadership.

LANGUAGES

Czech | English