

Rising Star



Freya Piper, Digital Content Executive

Freya is an ambitious and results-driven Digital Content Executive who has made a remarkable impact at Fabrick in just 16 months. With a BA in Marketing & Advertising and a qualification in Digital and Data-Driven Marketing, she combines strategic thinking, creativity and technical expertise with proactivity, to deliver measurable results.

In just over a year, she has:

- Immersed herself in the construction sector to gain **insight and understanding**
- **Transformed** the social media of several key accounts
- **Doubled engagement** and tripled click-throughs for her client portfolio
- Positioned herself as a **trusted advisor** to clients
- Spearheaded Fabrick's own content strategy, resulting in a **64.9% increase** in impressions and a **98.2% increase** in engagements

Freya has transformed the way we connect with our audience. Her fresh, creative approach has redefined the look and feel of our content, making it more dynamic, engaging and aligned with our brand. Under her direction, our LinkedIn has not only grown significantly in reach and engagement but has also become an important platform for strengthening our industry profile. Freya's talent for combining creativity with an understanding of the technical nature of our business has made a measurable impact and she continues to set new standards for how we present ourselves online. She is an exceptional creator and a great asset.

Mel Price, Assistant Chief Executive
Insulation Manufacturers Association



Freya has been doing a brilliant job with our LinkedIn social media posts. Taking what can be a very dry subject and injecting life and creativity into our news feed. She is especially adept at carousel posts and understands how the human-interest stories really help to shine a spotlight on the great work our colleagues do across CPI. She listens to feedback and comes through with improvements and ideas.

Pen Le Kelly, Internal Communications
and Engagement Manager
CPI Euromix



EuroMix

