

Contact

Saint Lucia · working remotely,
internationally

thornettcecelia@gmail.com

+44 7714 869198

linkedin.com/in/
cecelia-thornett-sales-marketing

rosewildcreative.com

Core strengths

Planning & operations

Project scoping, phased delivery, risk management and QA, process design, documentation and handover

AI & automation

Writing structured markdown instruction files to train AI agents, agent workflows, AI tool integrations (MCP), prompt design, AI-assisted content and imagery

Marketing & growth

Performance, influencer and affiliate marketing, content and SEO, paid social, analytics and ROI tracking

Web & design

WordPress and Elementor, custom HTML/CSS/JavaScript, design systems, UX and accessibility

Commercial

Customer success, consultative sales, partnership negotiation, pricing and packaging, stakeholder reporting

Cecelia Rose Thornett

Marketing, operations & AI systems

— Profile

Versatile, commercially minded operator who moves easily between strategy, hands-on delivery and the systems that hold a business together. Eight years across SaaS, consumer DTC, film and e-commerce, covering growth and performance marketing, partnerships, customer success, brand building and, most recently, training AI agents through structured markdown instructions and designing AI workflows and agent-driven automation that turn slow manual work into repeatable processes.

Known for mapping the whole job before starting it: auditing first, anticipating what could go wrong, building in safeguards and leaving clear documentation so work keeps running smoothly afterwards. Just as comfortable presenting to senior stakeholders or negotiating a partnership as building a website or picking up the operational problem nobody else has claimed.

— Experience

Rosewild Creative · Freelance Marketing & AI Consultant

Aug 2026 – Present

Freelance websites, marketing and AI automation for businesses internationally

- Set up the business end to end in its first month (positioning, pricing, brand and website) while delivering client projects across Barbados, Saint Lucia and Jamaica.
- Built a repeatable workflow connecting AI agents directly to client WordPress sites, so sites are audited, built and quality-checked in structured, reviewable stages.
- Delivered a villa rental platform with search, availability calendars and enquiry forms, then handed over with documentation and a recorded walkthrough so the client runs it independently.
- Works audit-first on every project, with agreed rules, confirmed backups and protected live data before any change; also produces reels and short-form content series.

Brafton · Trial & Account Manager, ContentMarketing.ai

Aug 2025 – Aug 2026

AI-powered content marketing platform

- Owned the full trial-to-paid journey for inbound users, from first enquiry and discovery through live demo, onboarding and adoption to closing the sale.
- Closed sales by running consultative discovery calls and product demonstrations, matching AI content and SEO capabilities to each prospect's commercial goals.
- Managed multiple accounts in parallel while contributing to the wider sales pipeline, building trusted relationships with marketing leaders and decision-makers.
- Identified gaps in the trial experience and redesigned the trial marketing and engagement strategy, delivering measurable KPI improvements presented to senior stakeholders.
- Presented new AI features and product updates company-wide, and fed customer insight back to sales, marketing and product teams to improve process and experience.

Tools

AI & automation

Claude, Claude Design, markdown agent instructions, MCP agent integrations, Higgsfield (AI image and video), ContentMarketing.ai

Websites & e-commerce

Shopify, WordPress, Elementor, Blocksy, ACF, WPForms, HTML/CSS/JavaScript, GSAP, Netlify, Hostinger

Marketing & partnerships

Meta Ads Manager, CreatorIQ, Aspire, Awin, Impact, SEO and content tools

Productivity & reporting

Microsoft Excel, Google Drive, Loom, KPI dashboards and campaign reporting

Education

University of Edinburgh

MA (Hons) History of Art & English Literature, 2:1

Cheltenham Ladies' College

A Levels: History of Art, English, Religious Studies · AS Level: Art

Beyond work

Working remotely since 2022 and travelled to more than 40 countries. Settled in Saint Lucia after getting involved in animal rescue in the Caribbean, and now cares for two rescued horses. Also paints watercolours as Cece Rose Wild.

Who Gives A Crap · Influencer & Affiliate Strategist

Aug 2023 – Aug 2025

Global Growth Strategist (concurrent)

Aug 2023 – Feb 2025

- Helped turn influencer marketing into a structured, performance-driven acquisition channel, building the tracking frameworks used to measure creator performance, campaign effectiveness and ROI.
- Negotiated commercial agreements with creators and affiliate networks, including high-profile celebrity collaborations that drove customer acquisition and brand visibility.
- Analysed Meta Ads and campaign data to reallocate budget and improve marketing efficiency; integrated partnership strategy with paid media and digital teams.
- Wrote creative briefs for social, television and digital campaigns, working with teams across Australia, the US, the UK and Europe.
- Used Shopify alongside CreatorIQ, Aspire, Awin, Impact and Meta Ads Manager to manage partnerships and track sales performance.

Platinum Films, Pinewood Studios · Freelance Marketing

Oct 2022 – Aug 2023

Assistant

- Supported the launch marketing of major film releases through social campaigns and influencer partnerships.
- Ran market and competitor research to shape campaign planning, and presented insights and recommendations to stakeholders and board members.

Take2Shop Ltd · Founder

Jun 2021 – Jul 2025

- Founded and ran a self-funded sustainable swimwear brand while studying full-time, owning design, manufacturing, suppliers, launches, marketing and partnerships.
- Built and ran the Shopify store, managing products, launches and online sales.
- Grew organic traffic with an SEO-led content strategy and secured press coverage and interviews, including a feature in the Edinburgh News.

Based in the Caribbean. Operating globally.